

IOWA STATE COLLEGE OF AGRICULTURE AND MECHANIC ARTS

AMES, IOWA

RADIO-TELEVISION SERVICE
WOI • WOI-FM • WOI-TV

January 2, 1951

*ans
1-24-51*

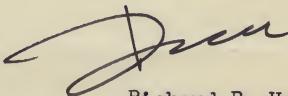
Mr. Graydon Ausmus
Director, WUOA
University of Alabama
University, Alabama

Dear Graydon:

I was much interested in the December
Alabama Broadcasters Association Newsletter.

It is my impression that this is
something you get out. Whether or not
this is the case, I congratulate whoever
does it on a very fine job. Tell me,
when you have a moment, if it is your
baby. I knew you were Secretary of the
organization.

Sincerely,



Richard B. Hull
Radio - TV Director

RBH:eh

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VICE-PRESIDENT

GRAYDON AUSMUS
WUOA, University of
Alabama
University, Alabama

TREASURER

W. L. GRIFFITH
WOU, Iowa State College
Ames, Iowa

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630 Fifth Avenue
New York, N. Y.

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WBAA, Purdue University
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Iowa, Minnesota, North and South
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Region VI

ALLEN MILLER
KWSC, State College of
Washington
Pullman, Washington
Montana, Washington, California,
Idaho, Oregon, Nevada, Arizona,
Utah and Territory of Hawaii.

•

DIRECTOR OF STUDIES

DALLAS W. SMYTHE
Illinois University Communi-
cations Research Institute.
Urbana, Illinois

SECRETARY AND

PUBLICATIONS EDITOR
BURTON PAULU
KUOM, University of
Minnesota
Minneapolis, Minnesota

Mr. Greydon Ausmus
WUOA
University of Alabama
University, Alabama

Dear Graydon:

I was completely carried away by the excellence of your promotion piece, "The Story of 91.7." I hope that the President of your institution is fully aware of this highly commendable job. My admiration for you rises with each passing day.

I hope that the New Year brings you everything that you wish for yourself. Congratulations, and keep up the good work.

Cordially yours,

Seymour N. Siegel
President, NAEB

SNS:as

PRESIDENT

SEYMORE N. SIEGEL
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

*ans
1-4-51*

January 2, 1951

January 4, 1951

Mr. Seymour Siegel
Radio Station WNYC
Municipal Broadcasting System
Municipal Building
New York City, New York

Dear Sir:

I had just written you a letter this morning but decided to call instead. This is a follow-up.

I enjoyed chatting with you and I am still a little breathless at the speed with which you are moving things along. If I may use a mild mild phrase, you are terrific. The deal that Dallas is working on sounds like an excellent idea. I shall be interested in getting more details on the project. The story in Time magazine is worth a great deal. Congratulations upon swinging it. It is a good story with only a minimum of the usual Time tongue-in-cheek story writing. I wondered if someone paid them to put the BBC story immediately afterwards.

I called Ralph this afternoon and he and I are meeting in Biloxi on the 13th to look over the hotels there and make a final decision. I'm writing the Buena Vista today and asking that they hold the dates November 4, 5, and 6 subject to our final decision after we look the place over. We should be able to make the trip for twenty-five or thirty dollars each.

Griffith has sent me application blanks and suggestions for improvement upon the new one and I am waiting to hear from Dick for his suggestions on an NAEB pamphlet. I will move both of these things along as fast as possible and will get letters out within the next day or two to members of the Board concerning a membership push. I shall also urge regional meetings.

The idea of having the Board chat with Redmond is an excellent one. He is one of the most brilliant men I have met in the last ten years and made, without question, the most significant contribution of any man in the two Rockefeller Foundation-University of Illinois Seminars. His grasp of the potentialities of educational radio amaze me.

My duties at home have been so heavy in the last two months that I have not written Seipman about studying in New York but shall do so in the next day or two. As soon as I have had a reply from him concerning the availability of the courses that I lack, I will contact you.

Mr. Seymour Siegel

2

January 4, 1951

Thank you for sending me carbons of your correspondence from time to time. It helps me keep up with what's going on. It also shows me all the energies which you are putting out for this organization—and you certainly seem to be making every stroke count. Keep up the old fight.

My very best wishes to you always.

Sincerely yours,

Graydon Ausmus, Director
Radio Broadcasting Services
Manager, WUOA(FM)

GA/ns

January 5, 1951

Mr. Richard B. Hull
Radio Station WOI
Iowa State College
Ames, Iowa

Dear Dick:

In reply to your brief note of January 2, the Alabama Broadcasters Association Newsletter is my baby with the help of our office manager-secretary, a full time paid worker for the Alabama Broadcasters Association. As you know, this headquarters is located on campus. It is something of a chore to get the job done on top of the other things I am doing but we consider it highly worthwhile in terms of our relations with the broadcasters in the state.

Chatted with Si this morning and the things that guy is doing are absolutely amazing. His story in Time today was just another one of those things that I am beginning to expect from the boy.

Hope you will send me the dope on the NAEB bulletin at your first opportunity. Si is very eager for me to get the deal rolling.

Ralph and I are going to Biloxi next week-end to check on hotels facilities for the Fall convention. November 4, 5, and 6 appear to be the only available dates open ~~many~~ of the hotels on the Gulf Shore. You might put those on your calendar tentatively subject to later announcement.

Thanks for the kind words about the Newsletter. It is not what we want it to be but maybe one month out of the twelve I will be able to devote a little more time to it.

My very best always.

Sincerely,

GA/ns

Graydon Ausmus, Director
Radio Broadcasting Services
Manager, WUOA(FM)

MerB
COPY

January 5, 1951

Mr. Burton Paulu
KUOM
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

I hope you will forgive me for not writing to you sooner about the complete breakdown in our plans to send you the taped United Nations meetings. So many factors entered into the breakdown that I shall not attempt to enumerate them here.

Effective this week, we hope to transfer the network to Illinois, and Dick Rider is spending several days here absorbing the complete operation (I think you ought to make mention of the shift in the next issue of the "News-Letter"). This, I hope, will free our facilities enough so that we may be able to put into operation our plan to send you the UN meetings. I shall certainly wire you when, as, and if the first tapes are transmitted via Northwest Airlines.

I am enclosing copies of two talks, one by Mr. Canby, and one by Mr. Randolph, concerning the keeping of good music on the air. It seems to me that this might be useful grist for the "News-Letter" mill.

I am somewhat concerned about not receiving a copy of the minutes of the Board of Directors meeting in Washington. The authority for a great many expenditures is contained in these minutes, and I do hope you will get them to me as soon as possible.

I wonder, too, whether you can undertake the publication of an up-to-date list of the active membership

and the associate membership. I am not thinking in terms of a mere list, however, but in terms of complete information about each station, such as appears in "Annual Yearbook." This will entail a questionnaire, and should include vital statistics of each station, including ownership, power, hours, operation frequencies, etc., etc. I do not know how this idea appeals to you. I realize it is an added burden, but if you need additional funds for secretarial help, don't hesitate to draw them from Mr. Griffith.

Jerry Franken, of "Billboard," called me in connection with the bibliographic study you had made. He feels understandably hurt that there was no mention whatsoever of "Billboard," as a source of information. I think he is writing you a letter.

I hope to have another meeting of the Board of Directors within the next four weeks, preferably somewhere in the south or west.

The new fund-raising campaign got under way on the 3rd, with some 50,000 letters mailed out.

I hope everything is going well with you.

With all best wishes, I am

As ever,

Seymour N. Siegel
President, NAAEB

SNS:as
Encls.

cct: Ausmus
Griffith

MEMO OF MEETING WITH FEDERAL COMMUNICATIONS COMMISSION - JANUARY 8th, 1951

Coy: Government has no intention of operating stations.

Commission regards anything (such as motors, diathermy machines) as a station.

Legislation is for security of U.S., not as a device to take over broadcasting.
Provides a good windmill to go around attacking Pancho-like.

Security of broadcasting is important. No single government agency has outlined one program for security. This is problem of broadcasters themselves.

Take care of your own problem.

There will be no blanketing of frequencies.

Television frequencies (2-6) may be required for training.

Military equipment on these frequencies essentially for use outside this country.

Men in field - will determine what stations go off.

Stations will stay under control of government agency where they now are.

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IMPORTANT! IMPORTANT! IMPORTANT! IMPORTANT! IMPORTANT! IMPORTANT!

M E M O R A N D U M

NAEB

TO: ALL MEMBERS OF THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
FROM: SEYMOUR N. SIEGEL, PRESIDENT

Effective JANUARY 15th, 1950, the NAEB TRANSCRIPTION NETWORK will be transferred from WNYC, New York to the DIVISION OF COMMUNICATIONS OF THE UNIVERSITY OF ILLINOIS. Mr. RICHARD RIDER has been designated as the new co-ordinator of the Network, and you will be hearing directly from him in the course of any Network business.

ALL, repeat, ALL correspondence, tapes, confirmations, notices and Report Sheets should be mailed direct to Mr. Rider at:

NAEB TRANSCRIPTION NETWORK
119 Gregory Hall
University of Illinois
Urbana, Illinois

as of the effective date (January 15th).

The experience of launching the Network and keeping it going has been an extremely rewarding one. Both Mrs. Linder and I are deeply grateful for the uniform courtesy and understanding which has marked the relationship of all member stations to the Network during the course of the past year.

I bespeak your fullest co-operation for Mr. Rider, and I hasten to assure you that any suggestions for the improvement of Network operations would be welcomed by him.

Siegel

Seymour N. Siegel
President
NAEB

sns:L January 8th, 1950

MRB

January 12, 1951

Mr. John C. Crabbe
Director of Radio
College of Pacific
Stockton, California

Dear John:

I was glad to see your note of January 9, addressed to Leo Martin. There has been a great deal of discussion over the past year or so about the possibility of a federation of educational radio organizations. This, of course, is a matter which would have to be explored and studied by the NAEB Board of Directors.

I would be happy to talk to you at Columbus, but such a discussion would have no validity unless or until it becomes of interest to our own Board of Directors.

With all best wishes, I am

Cordially yours,

Seymour N. Siegel
President, NAEB

SNS:as
cc: Ausmus
Hull

COPY

WEB
January 17, 1951

Mr. Seymour Siegel
Radio Station WNYC
Municipal Broadcasting System
New York, N. Y.

Dear Sy:

I have your last several letters before me and shall try to answer at one time the several points you raised.

In regard to the Radio and Television Bibliography, copies were mailed to all people receiving the June-July issue of the News-Letter. Furthermore, on page 19 of that issue reference was made to this fact and additional single copies of the bibliography were offered at 20¢ each. Apparently some members didn't receive their copies due to errors in mailing, but a good many members did receive them since I received comments on the bibliography from a number of people on the mailing list.

As to the addressograph plates, I will try to have them prepared in time for the next News-Letter mailing. It will cost somewhere in the neighborhood of \$10.00 to set up the addressograph plates and about \$1.50 each time thereafter to run off the envelopes.

You also asked me about having the News-Letter printed. This, I am afraid, is out of the question for financial reasons: the University of Minnesota print shop, which does such work at somewhat less than current commercial rates in Minneapolis, would charge \$10.00 to set up in type the material on a typical News-Letter page. Since the News-Letter runs to about 25 pages for each issue, the type-setting bill alone would be \$250 per issue, in addition to which there would be the cost of stock and labor for the actual printing. Since it now costs me something less than \$50 per issue, including all costs, I don't see how we could afford such an outlay.

By this time you—and all members of the board of directors—should have received the minutes of our Washington meeting. I am genuinely sorry about the delay in getting this out and will try to do better next time.

As to the list of active and associate members and accompanying vital statistics, I will get in touch with Dallas Smythe to see what kind of questionnaire we can come up with.

I wrote to Jerry Franken as soon as I heard from him about the omission of The Billboard from my bibliography. I explained that I didn't cover much material in any trade magazine—including Billboard, Variety and Broadcasting—for two reasons: First, because the various periodical guides from which I got most of my bibliographic entries list little or no material from those magazines; and second, because the people who use such a bibliography probably are aware of these magazines, anyway. It is true that the bibliography mentions Variety and Broadcasting occasionally, and Billboard not at all, but this is because a few entries from those magazines are given in the Guides to Periodical Literature published by the H.W. Wilson Company. It was simply out of the question for me to make a personal survey of all the magazines published in order to select radio articles.

I am enclosing a postal card from Theodore Kain from St. Paul in which he says we are using an old out-of-date list for our educational television fund request. I don't know how true this is, but I thought I would send along Mr. Kain's card to you.

I talked with Stuart Haydon on the telephone Sunday about testifying before the Commission next week. I wired Stuart yesterday that it would be okay and that I would be available for consultation in Washington January 20th in preparation for an appearance on the 22nd, 23rd, or 24th. I will do my best for the cause!

Before signing off may I suggest two things about the next News-Letter? First, I should have your President's Page as soon as possible—if not sooner. Second, since Dick Hull's man bowed out as editor of the FCC action section, I am looking for somebody to put together this part of the publication each month. Do you have any suggestions?

Incidentally, for some very strange reason, during the past month I have received almost no news from members excepting that included in the WNYC releases, and one or two special mailings from members who had particular stories to tell or request to make. This surprises me no end. Are NAB members bashful about telling the world and each other how good they are?

Congratulations on the good coverage in Time and the Saturday Review of Literature relative to your own work, NAB, and educational TV. It is good to know that our new president is in there pitching—and getting such excellent results!

On page 2 of the minutes of our meeting in Washington in December, I included the following two paragraphs:

"Vote 5 to 1 in favor of dispensing with the office of Executive Secretary now held by Morris Novik, and instructed the Secretary to so inform Mr. Novik."

"The president appointed an Advisory Committee to the Board of Directors as follows: George Probst, chairman; Robert Hudson; Morris Novik; William Sener; Parker Wheatley. The Secretary was instructed to inform the members of their appointment to this committee."

Mr. Seymour Siegel

-3-

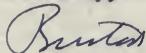
January 17, 1951

I am slightly in doubt as to whether or not you did include Novik among those whom you appointed to this Advisory Committee. I decided that before I wrote to any of the appointees, I would check with you to be sure I had the right names.

By the way, I am all out of NAEB letterheads. Will you please send me another supply?

Best regards.

Sincerely,



Burton Pauli

Publications Editor and Secretary

enc.

gk

cc: Graydon Ausmus
W. I. Griffith

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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cations Research Institute.
Urbana, Illinois

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Minneapolis, Minnesota

PRESIDENT

SEYMOUR N. SIEGEL
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

January 19, 1951

Mr. Graydon Ausmus
WUOA
University of Alabama
University, Alabama

Dear Graydon:

I have your note of January 16th, and I
cannot tell you how enthused I am about the dates you
have arranged -- November 2-5. You are hitting on all
six cylinders, and I must offer you my heartiest con-
gratulations.

With best wishes, I am

Cordially yours,

Seymour N. Siegel
President, NAB

P.S. I am enclosing herewith a memorandum concerning the
last meeting of the Federal Communications Commission with
the Broadcast Advisory Council. You may find this informa-
tion which originated with Mr. Coy as highly interesting.

*your bill has
been forwarded for
payment!*

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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January 19, 1951

TO : ALL NAME DIRECTORS AND OFFICERS

FROM : Seymour N. Siegel, President

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WBAB, Board of Education
Atlanta, Ga.
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KWSC, State College of
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Pullman, Washington
Montana, Washington, California,
Idaho, Oregon, Nevada, Arizona,
Utah and Territory of Hawaii.

Enclosed is a memo of the meeting of the

Broadcast Advisory Council with the FCC, and you

might be interested in a rough summation of

Kr. Coy's general remarks.

Siegel
Seymour N. Siegel
President, NAB

SNS:ob

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Illinois University Communications Research Institute.
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MEMORANDUM

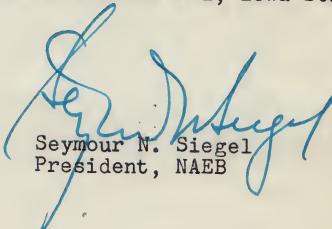
TO: ALL ACTIVE AND ASSOCIATE MEMBERS

FROM: SEYMOUR N. SIEGEL, PRESIDENT

January 23, 1951

I am sending you herewith a copy of the
Constitution and By-Laws of the NAEB.

One of the main goals of the Association this
year is to double its membership. If you know any
production people who are qualified for NAEB Associate
membership, I hope that you will invite them to join
the organization. They may obtain membership blanks
from Mr. W.I. Griffith, Radio Station WOI, Iowa State
College, Ames, Iowa.



Seymour N. Siegel
President, NAEB

SNS:as
Enclosure

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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PRESIDENT

SEYMOUR N. SIEGEL
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

January 26, 1951

Mr. Hugh A. Rundell
Assistant Professor of Speech
Station KWSC
Pullman, Washington

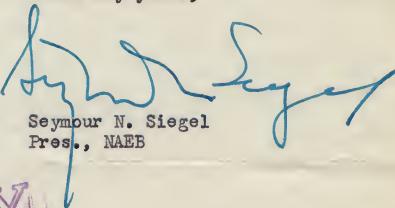
Dear Professor Rundell:

May I offer my heartiest congratulations of your "Pronunciation Code of Washington Names" which you recently compiled and published. This is a highly commendable service for the radio broadcasting industry and I know it will prove of immeasurable value to the news rooms of the member stations of the National Association of Educational Broadcasters.

I hope that many other member institutions will do a like job for their individual states. I hope, too, that copies of the pronunciation guide might be made available to all of our member stations.

With all best wishes, believe me

Cordially yours,


Seymour N. Siegel
Pres., NAEB

SNS:am

COPY

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NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VICE-PRESIDENT

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EXECUTIVE SECRETARY

MORRIS S. NOVIK
630 Fifth Avenue
New York, N. Y.

GENERAL COUNSEL

MARCUS COHN
517 Evans Building
Washington, D. C.

REGIONAL DIRECTORS

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Boston, Mass.
Maine, New York, Connecticut,
New Hampshire, Massachusetts,
Vermont, Rhode Island, Pennsylvania,
New Jersey, Delaware and
Maryland.

Region II

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WABE, Board of Education
Atlanta, Ga.
Virginia, West Virginia, Alabama,
Kentucky, Tennessee, North and
South Carolina, Georgia, Florida
and Mississippi.

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Lafayette, Indiana
Ohio, Michigan, Indiana, Illinois
and Wisconsin.

Region IV

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WOI, Iowa State College
Ames, Iowa
Iowa, Minnesota, North and South
Dakota, Nebraska and Wyoming.

Region V

RALPH W. STEETLE
WLSU, Louisiana State
University
Baton Rouge, La.
Missouri, Kansas, Colorado, New
Mexico, Oklahoma, Arkansas,
Texas and Louisiana.

Region VI

ALLEN MILLER
KWSC, State College of
Washington
Pullman, Washington
Montana, Washington, California,
Idaho, Oregon, Nevada, Arizona,
Utah and Territory of Hawaii.

DIRECTOR OF STUDIES

DALLAS W. SMYTHE
Illinois University Communi-
cations Research Institute.
Urbana, Illinois

SECRETARY AND**PUBLICATIONS EDITOR**

BURTON PAULU
KUOM, University of
Minnesota
Minneapolis, Minnesota

PRESIDENT

SEYMOUR N. SIEGEL
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

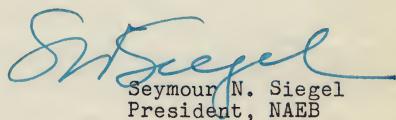
M E M O R A N D U M

TO: ALL ACTIVE MEMBERS
FROM: SEYMOUR N. SIEGEL, PRESIDENT

January 26, 1951

As part of NAEB's service to its members, we are enclosing official informational material from the Civil Defense Office in Washington, D.C.

Member stations are urged to take an active part in Civil Defense activities in their local communities.



S. Siegel
Seymour N. Siegel
President, NAEB

SNS:as
Enclosures

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VICE-PRESIDENT

GRAYDON AUSMUS
WUOA, University of
Alabama
University, Alabama

TREASURER

W. I. GRIFFITH
WOL, Iowa State College
Ames, Iowa

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WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

January 26, 1951

Mr. Graydon Ausmus
WUOA
University of Alabama
University, Alabama

Dear Graydon:

I have just returned from Washington to find your letter of January 23. I want first to tell you how grateful I am to you for sending me copies of the letters you received from Senator Sparkman and Representative Elliott. You are doing a magnificent job, and you should feel extremely satisfied with it.

You probably have been reading the trade press about the bomb-like effect which the NAEB TV study had, not only on the Commission but also on the industry. The last word when I left Washington was "Let's roll with this punch!" I have asked Stuart Haydon to send you a copy of the study, which is an extremely impressive demonstration of the Smythe-Horton effort. This represents an expenditure of more than \$4000.00 by NAEB, and as soon as I have the exact figure, I think I should obtain formal approval by the members of the Board. What do you think? This will be the only expenditure that I have authorized outside of the funds authorized in the minutes of the last meeting.

I shall send invitations to all of the members of the Commission to be present at our Fall convention. These will not go out, however, until I have some definite information concerning our financial status. I feel that we are more likely to obtain their presence if we offered to defray their traveling expenses.

One of the sessions which I would like to see you run at the Fall meeting is a panel including George Rosen of "Variety," Jerry Francken of "Billboard," Frank Burke of "Radio Daily," and possibly even the great Sol Taishoff of

*on promotion etc.
There should be a closing of
the gap - we are all broadcasters
not educators no commercial
etc.*

"Broadcasting" magazine. Here again too, it will be necessary to defray expenses. (The panel might also include Jack Gould and John Crosby). Any expense in this direction will, of course, pay off in immeasurable public relations value. The only possible objection to inviting these people is if we do not have a tremendous turnout ourselves. I would like to see at least two hundred and fifty people present at the Convention, and that is one of the reasons I would ask you to work up some activities for the wives of members.

I am sending you herewith a copy of the "Directory of College Courses in Radio and Television" put out by Dunham's office. I am sending one to every Regional Director also, and I would ask you to emphasize to all Directors the possibility of soliciting Associate Membership from the people who give these courses.

With all best wishes, I am

S
Cordially yours,

S. Siegel
Seymour N. Siegel
President, NAEB

SNS:as
Enclosure

January 29, 1951

Mr. Seymour Siegel
Radio Station WNYC
New York City, New York

Dear Si:

I am enclosing a copy of a letter which I received from Senator Lister Hill in support of our TV requests. I have had further communications from Sparkman and from Carl Elliott, both pledging continued support of our TV fight.

I shall be looking forward to receiving the Smythe-Horton study from Stuart Haydon. I have written Hencock, Tyler, and Frank Dunham to try to secure copies of the testimony so I can be a little more intelligent about the whole subject but have not received an answer from any of them.

Your suggestions of getting Board approval of the \$4,000 Smythe-Horton study strikes me as being strictly o.k. and my approval is hereby granted and I am sure the other members of the Board will go along with it. They approved it in principle at the Washington meeting, or course. Along with your request for their approval of this specific expenditure, you might bring us all up-to-date on the status of NAEB, financially as well as giving us a running summary of our position with the FCC as you see it at this time. I know the entire Board shares with me a great deal of pride in the work you are doing and the wonderful things you are accomplishing. You know, of course, that you have the complete confidence of us all. It would be well, however, to keep all of the Board posted as things pop.

I expect to get a mimeographed letter off to Miss Baltar at the Buena Vista today or tomorrow to accompany her color map of the Gulf area--the first announcement of the Fall convention. If you have any suggestions for additions to our mailing list, let me have them right away.

Thank you for the copy of the Directory of College Courses in Radio and Television. I think we can all use it to advantage to swell membership in NAEB.

Thanks for the suggestion concerning the Fall convention program. I think your idea of getting the Trade Press in is an excellent one. I shall pass the suggestion along to Ralph. I hope you will continue to pass along any suggestions you have for the Fall meeting. You might plan to devote a portion of our next Board meeting to this subject.

The idea of invitations to membership in NAEB formalizes and gives dignity to membership in NAEB. I think it is a good suggestion. I hope to come up with some

Seymour Siegel

2

January 29, 1951

something concrete on our booklet on NAEB as well as a new application in the Association as soon as I hear from Dick concerning his ideas for the brochure. (Incidentally, congratulations upon the invitation to become a member of the Academy of Political Science.)

So far, I have not been able to see my way clear to get away from here during the Spring term; however, I should definitely like to plan to spend the summer at N.Y.U and could plan to devote part of the summer working at N.Y.C. on NAEB business. Should we wait until Bob Hudson's deal with the Foundation is cleared up before we discuss the possibility of exchange fellowship or should we attempt to do that within the framework of NAEB? Because of some unusual family expenses, I'm pretty hard-pressed for money and should like a position to pick up as much extra as possible along with my New York stint.

Keep up the old fight and depend on me to back you up all down the line.

My sincere good wishes always.

Yours,

Graydon Ausmus, Director
Radio Broadcasting Services
Manager, WUOA(FM)

GA/ns

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PRESIDENT
SEYMOUR N. SIEGEL
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

COPY

January 29, 1951

White
of
copy
not
last
good
all
"next
10
now
today"

Mr. William H. Soner, Head
Radio-TV Department
University of Southern California
3518 University Avenue
Los Angeles 7, N.Y.

Dear Bill:

I was delighted to receive your note of January 16. We have forwarded to Richard Rider, 119 Gregory Hall, University of Illinois, the tapes of the last Los Angeles Community Concerts which we have carried on WNYC.

I was under the impression that these could be made available for the network, but I saved them for offering to the network as the first outstanding series from the University of Illinois. We will follow the procedure of forwarding all future tapes which you send to us, including the one we should receive today, on to N.A.B.B. headquarters at Illinois. I don't know why you wanted all of the first seven shows returned to you. If they are not available for immediate distribution by Rider, I suggest that you write to him directly. If it is a question of new tape, we will be glad to forward a sufficient number of rolls to replenish your supply.

I am enclosing a current copy of the Masterwork Bulletin. You will notice on Tuesday, January 2, we have the Los Angeles Museum concerts scheduled. You will notice also that we have then scheduled on almost every Tuesday throughout the period.

This should answer your question as to when the series is carried. Insofar as the TIME story is concerned I had indicated that KUOM would provide us with the Los Angeles series. But after all, I had no control as to what was carried in the story.

Undoubtedly a large portion of the music for the American Music Festival will be available to you. We will have to get union clearance, however, and this may take a little time. I will send you a folder as soon as it comes off the press.

Insofar as United Nations coverage is concerned, this is something we have been trying to work out with Paulu at KUOM.

We had made arrangements with Northwest Airlines to carry tapes if we delivered them by motorcycle or messenger to La Guardia Airport. The major obstacle to the completion of this arrangement was the failure of our new tape equipment to arrive. This equipment is still on order and until we receive it we are not in a position to do the amount of duplicating that would be required where the time element is so important. This was one of the reasons we were so anxious to move the entire network to Illinois. The idea of U.N. coverage is an ideal one, however, and it is something that I do not want to drop. I will certainly be in close touch with you if a solution can be worked out in the near future.

I am sure that the trade press is keeping you well informed of the marvelous job we have been doing on the TV hearings. N.A.B.B. has never had so much coverage in the press in all of its history.

With all best wishes, I am

As ever,


Seymour H. Siegel
Pres., N.A.B.B.

COPY

SMS:am

January 30, 1951

Mr. Richard B. Hull
Radio Station WOI
Iowa State College
Ames, Iowa

Dear Dick:

It is about time we got our new brochure on NAEBS out and distributed to members of the Board. Si has come up with the suggestion that we formalize these invitations by presenting them a printed invitation along with an application blank as we write prospective members. I hope the rush of your own job has eased off a little so you can shoot me some ideas on the procedure.

My best always.

Sincerely,

Graydon Ausmus, Director
Radio Broadcasting Services
Manager, WUOA(FM)

GA/ns

February 2, 1951

MAB
Misc'

Mr. J. R. Kidd
Associate Director
Canadian Association
for Adult Education
340 Jarvis Street
Toronto 5, Ontario

Dear Mr. Kidd:

I am deeply grateful for your note of January 30th and, especially, for the material you were good enough to send concerning some of the broadcast series on CBC.

To keep informed of University Radio Station developments, I would suggest that you become an Associate Member of NAME. You will then be receiving the regular News-Letter and other materials which are constantly sent out. Why not write to Mr. W. I. Griffith, Station WOI, Ames, Iowa, for an application blank?

It occurs to me, also, that some of the CBC programs presented under the auspices of your association might be excellent material for distribution to the member stations of NAME from coast to coast. If a single taped or recorded copy of any of these programs could be made available to our Network, I am sure that Mr. Robert Hudson at the University of Illinois, Urbana, Illinois (who is our Co-ordinator), would be happy to consider the possibility of distributing these programs from coast to coast.

With all best wishes, I am

Cordially yours,

Seymour N. Siegel
PRESIDENT, NAME

MHS:ch

*W.H.B.
mabel*

February 1, 1951

Ref: PL

Mr. William A. Wood
Division of Public Liaison
Department of State
Washington 25, D. C.

Dear Bill:

I am terribly sorry that I never answered your letter of January 11 concerning the Professor Mott program. We scheduled that on WNYC, and Alan Carter is rather enthusiastic about it.

The WAEB network, as you may know, is now being coordinated at the University of Illinois. I am sending Professor Mott's disc out to Robert Hudson, who is the Chairman of the Program Evaluation Committee, and I am certain that he will give every consideration to the possibility of scheduling a series of programs which will answer the question "How the State Department works." If you were able to provide a copy, either on tape or disc, for direct transmission to Hudson, he, in turn, could distribute it to the member stations of the WAEB network. I am sending him a copy of this letter for his information, and I would appreciate your writing to him about availabilities.

With all best wishes, I am

As ever,

Seymour N. Siegel
President, WAEB

SNS:as

P.S. I am enclosing herewith a list of WAEB stations, and I wish that you would consider this a formal request to place them on your mailing list at the Department of State, to receive all releases and material which may be helpful in keeping the American public informed of the Department's activities.

cc: Hudson
Hull
Ausmus

COPY

SEYMOUR SIEGEL

He's president of the National Association of Educational Broadcasters, a band of serious radiomen which has begun a campaign to lure back to radio the by-passed audience of serious listeners who seek stronger cultural fare than quiz shows and soap operas. Siegel, who is also director of New York's city-owned station, WNYC, has transcribed literate lectures, adult plays (*King Lear*) and high-level musical programs. After a year of tentative operations, the NAEB network has grown to 51 noncommercial stations. It has no ambition to compete with commercial radio but wants to be a "loyal opposition" providing "other than trivia and shallow entertainment."



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SEYMOUR N. SIEGEL
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

February 2, 1951

Mr. Graydon Ausmus
WUOA, University of Alabama
University, Alabama

Dear Graydon:

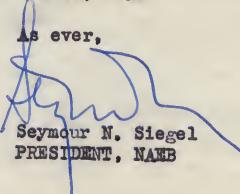
I was certainly delighted to see your note of January 29th, and I thank you for your support concerning the Smythe-Morton Study. I am doing the best I can to keep all members of the Board fully informed of the rapidly changing scene. As I indicated to you in my last letter, there is a Nut-Shell Report of our accomplishments in the next News-Letter. I cannot tell you how important it is to get the membership booklet on NABE out as soon as possible. (I hope you have seen the item in this week's "TIME" about the Smythe-Morton Study.

I shall certainly do everything possible to arrange for some sort of financing plan for you during the summer. If we go ahead with an NABE fund-raising drive, this should be comparatively simple, but you certainly ought to plan to be up here in any case.

Charles thinks a great deal of you, as you probably know, and I'd like, "like the Dickens", to see you get your degree.

With all best wishes, I am

As ever,


Seymour N. Siegel
PRESIDENT, NABE

SNS:cb

*Not very coherent
but dictated in great
haste*

February 2, 1951

Mr. Leonard H. Marks
Cohn and Marks
Safritz Building
Washington 6, D. C.

Dear Leonard:

I appreciate your note of January 31, wherein you were good enough to send us the information concerning the regulations for rebroadcasting international station programs. I will certainly include the text of the rules in my memorandum to NAB member stations.

Would it be possible to obtain an official list from the FCC of all institutions which are licensed to operate non-commercial FM stations, and all institutions which operate AM stations? We do not have a last-minute, up-to-date list.

Some arrangement ought also to be made to have someone at the Commission inform us of all applications for CPs and all grants. There are apparently a great many stations who are not members of NAB, and we have been having various difficulties in keeping up with information as contained in the trade press on this need. Do you think some working arrangement can be made?

With all best wishes, I am

As ever,

Seymour N. Siegel
President; NAB

SNS:as
cc: Ausman
Paula
Griffith

COPY

NAEB
misc

February 2, 1951

Mr. J. J. McPherson, Executive Secretary
Department of Audio-Visual Instruction
National Education Association of the U.S.
1201 16th Street Northwest
Washington 6, D. C.

Dear Jim:

I have your letter of January 30, and I am glad that the sessions dealing with radio and television at the Atlantic City Conference of the Department of Audio-Visual Instruction of the N.E.A. will be jointly sponsored by AER, NAEB, and DAVI.

I agree with you that the directors and supervisors of audio-visual programs throughout the country will be pleased at this evidence of cooperation among the important organizations in the audio-visual field.

I look forward to discussing with the Program Committee of DAVI the means by which a closer working arrangement can be reached.

If you find yourself in New York, I hope you will stop in to say hello.

With all best wishes, I am

Cordially yours,

Seymour N. Siegel
President, NAEB

SNS:as
cc: NAEB officers and directors

COPY

February 9, 1951

Mr. R. Russell Porter
Special Associate
Social Science Foundation
University of Denver
Denver 10, Colorado

Dear Russ:

I was delighted to get your note of February 5, and to learn of your ambitious plans. I have extreme doubts, however, that you will be able to proceed with the leasing of FM facilities, because the Commission has looked with disdain on any previous applications of this sort. Furthermore, the clearances of dramatic rights for the NAEB network has been based on presentation over non commercial stations. While it is possible that future clearances might include an arrangement such as yours, all of the present programs would not be available to you.

Why not consider the possibility of having your own FM station, even if you start with ten watts. The cost of a ten watt station should not exceed \$3600 to \$4000. I would be delighted to have Frank Gunther of REL send you the details. NAEB will be glad to provide engineering and legal counsel, and even make the application up for you. If you had the money, you could be on the air within four to five weeks. This could always be expanded to increase your effective radiated power, whenever funds became available. In that event, you would have available to you between five and ten hours a week of programming from the NAEB network.

If there is any way in which you think any of us can be of help to you, you know you need only call out.

With all best wishes, I am

Cordially yours,



Seymour N. Siegel
President, NAEB

SNS:as
cc: Hull
Ausmus

COPY

February 10, 1951

Mr. Howard F. Vickery
Assistant Director
UNESCO Relations Staff
The U.S. National Commission for UNESCO
Department of State
Washington 25, D. C.

Dear Mr. Vickery:

I hasten to acknowledge your note of February 1 concerning the NAEB tape transcription network.

The network headquarters have been transferred to the University of Illinois, and is now functioning under Mr. Robert Hudson, at Station WILL, Urbana, Illinois. I am certain that Mr. Hudson would be only too happy to offer UNESCO programs to the member stations of NAEB. It would be especially helpful if you were able to provide a taped copy of the programs, rather than a disc one.

I am taking the liberty of sending you herewith an informal report of the network, which was made last October. If you glanced through it, I am sure you will gain a general understanding of how the network functions. The TIME story to which you refer in your letter is generally correct in its essential details. While there are one hundred and fourteen member stations of NAEB, only about fifty are at present on the network. This number is expected to expand very shortly.

If you would care to send the National Commission News to all member stations of NAEB, I would be happy to have a list of members sent to you. I am sure that individual stations would be glad to make use of this for background material. Furthermore, if you feel that a member of NAEB should be on the Commission, I should be happy to send you one or two names. If there is any other manner in which you think we can be of help to you, I hope you will feel free to call on us.

With all best wishes, I am

Cordially yours,

Seymour N. Siegel
President, NAEB

SNS:as

February 12, 1951

Mr. Ralph W. Steetle
WLSU
Louisiana State University
Baton Rouge, Louisiana

Dear Ralph:

I appreciate your note of February 6. I cannot tell you how grateful I am to you for the manner in which you are pitching into the Region V membership drive. I wish other Directors would do likewise.

Bernays is sending invitations to Gordon Gray, Frank Graham, and Hodding Carter for membership on the Public Interest Committee. These are excellent suggestions, and I hope one or all will accept. William Green of the AFL is tremendously enthusiastic, and has accepted membership. I believe that this Public Interest Committee will develop into an extremely potent force.

I shall certainly give Orlando Barerra a call, and I am grateful to you for letting me know about his being in New York.

Howard Vickery of the Department of State wrote to me in connection with the distribution of UNESCO programs. In answering him, I suggested the possibility of an NAEB representative on UNESCO. He called this morning from Washington, indicating that while there was no opportunity for an NAEB member at the present time, there was a possibility of having a representative of the state colleges being on the committee. I have presented the names of Hull, Ausmus, and yourself. Later on, there might be a possibility of an NAEB representative, and this would be a good thing. I shall try to keep you informed of new developments.

In the meantime, give my very best to Mrs. Steetle and Lucille.

As ever,

Seymour N. Siegel
President, NAEB

SNS:as
cc: Ausmus
Hull

February 12, 1951

Mr. Seymour Siegel
Radio Station WNYC
Municipal Broadcasting System
New York City, New York

Dear Sir:

Thanks for sending the new constitution. In checking through it, I had one reaction which may be worth passing along to you. The election of the members of the Board last fall seems to me to have disregarded the statement of tenure regarding Board members in the various districts. It might be worthwhile to ask Burton, as secretary, to review the status of our present members of the Board and enclose a note in the next Newsletter stating which are in for two years at the present time and which numbers come up for re-election the next time.

I still have received no information from Dick for our new brochure on NAEBS. I shall drawup, within the next two or three days, a statement on it and send it to you. I also expect to complete within the next two or three days a letter to all regional directors urging them to start a campaign for new members. I am keeping a check on new applications and CPs in the educational field and shall begin forwarding to each regional director notices that come up concerning his region.

Congratulations upon your answer to Gould's January 23 story on the Smythe-Horton survey. It was a very thoughtful and pointed reply and was beautifully written. May I say, you continue to amaze me.

My best always,

Graydon Ausmus, Director
Radio Broadcasting Services
Manager, WUOA(FM)

GA/ns

February 13, 1951

Mr. I. Keith Tyler
Office of Radio Education
Ohio State University
Columbus 10, Ohio

Dear Keith:

With the Institute rapidly approaching, it occurs to me that arrangements ought to be made for a special NAEB luncheon, and possibly for a special general session, if you see fit. Have you given this any thought, and, if so, is there any manner in which we can be of some help?

With all best wishes, I am

As ever,

Seymour N. Siegel
President, NAEB

SNS:as

cc: Ausmus
Hull

February 13, 1951

Mr. I. Keith Tyler
Office of Radio Education
Ohio State University
Columbus 10, Ohio

Dear Keith:

I was delighted to get your note of February 9. I have already spoken to Tel Taylor, and with the present state of our finances, he is perfectly happy to receive \$2500 plus the \$120.65 covering his expenses.

I have not had the opportunity of telling you how much I personally appreciate the splendid manner in which you handled the details of the hearings. No matter what the outcome, this was an historic display of unity, and will undoubtedly affect the future of television in this country for all time. If I have not been articulate in the past, I want you to know that your clear thinking and devoted energy to the problem must play a lion's share in any success which might have been achieved. I know that NAB will officially send you a resolution of approbation, but I cannot let the opportunity pass without letting you know how I personally feel.

With all best wishes, I am

As ever,

Seymour N. Siegel
President, NAB

SNS:as
cc: Ausmus
Hull

February 16, 1951

The Honorable F. T. Dunlap
Chairman
Committee on Education
House of Representatives
State of Oklahoma

Dear Mr. Dunlap:

I cannot tell you how grateful I am to you for your letter of February 7, and especially for your kindness in sending me a copy of the House Concurrent Resolution 5, relative to the reservation of certain television channels for educational use.

Cordially yours,

Seymour N. Siegel
President, NAEB

SNS:as

cc: Ausmus
Hull

February 19, 1951

Mr. Alvin Gaines
WABE
Board of Education
Atlanta, Georgia

Dear Al:

Huzzahs on the arrival of Theresa Lee. I hope mother and daughter are doing well.

May I offer my heartiest congratulations on the extraordinary manner in which you are pitching into the school station situation. I am enclosing herewith a copy of a list of educational FM stations. You might pick out all of the school stations who are not members of NAEB and work on them directly.

May I ask you to give me your decision in connection with the Providence Bible Institute application for membership.

With all best wishes, I am

Cordially yours,

Seymour N. Siegel
President, NAEB

SNS:as
cc: Ausmus

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VICE-PRESIDENT

GRAYDON AUSMUS
WUOA, University of
Alabama
University, Alabama

TREASURER

W. I. GRIFFITH
WOI, Iowa State College
Ames, Iowa

EXECUTIVE SECRETARY

MORRIS S. NOVIK
630 Fifth Avenue
New York, N. Y.

GENERAL COUNSEL

MARCUS COHN
517 Evans Building
Washington, D. C.

REGIONAL DIRECTORS

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SAM GOULD

WBUR, Boston University
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Maine, New York, Connecticut,
New Hampshire, Massachusetts,
Vermont, Rhode Island, Pennsylvania,
New Jersey, Delaware and
Maryland.

Region II

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Kentucky, Tennessee, North and
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WLSU, Louisiana State
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Baton Rouge, La.
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Region VI

ALLEN MILLER

KWSC, State College of
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Pullman, Washington
Montana, Washington, California,
Idaho, Oregon, Nevada, Arizona,
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DIRECTOR OF STUDIES

DALLAS W. SMYTHE
Illinois University Communi-
cations Research Institute
Urbana, Illinois

SECRETARY AND**PUBLICATIONS EDITOR**

BURTON PAULU
KUOM, University of
Minnesota
Minneapolis, Minnesota

PRESIDENT

SEYMOUR N. SIEGEL
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

February 26th, 1951

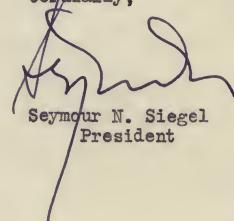
Mr. Graydon Ausmus
WUOA
University of Alabama
University, Alabama

Dear Graydon:

I realize that you must be terrifically jammed. Nevertheless, we are rapidly reaching the point where the NAME brochure becomes an essential tool to any future development.

Will you write directly to Al Gaines and indicate the answers to some of his problems?

Confidential,



Seymour N. Siegel
President

sns:L

February 26, 1951

Mr. Seymour Siegel
Radio Station WNYC
Municipal Broadcasting System
New York City, New York

Dear Si:

I believe you are correct concerning the regional directorships. It jives with my interpretation of the Constitution.

Better make the Pasadena jaunt. A few days in the California sunshine would be good for your blood pressure—not that I can see any signs of your weakening. ~~For~~ money, you are still in there making every lick count. And how about that business of your taking double billing with Sugar Ray? That was just the right note attached to your handsome mug.

My delay in replying to the Providence Bible Institute application is because I have been hoping to get a little more information concerning them. If you think they qualify, please cast ~~my~~ my vote in the affirmative. I shall be glad to abide by the opinion of those of you who know something about the Institute.

I should like to have two thousand copies of the New Republic reprint as our addressograph is set up for that number in the state.

Keep plugging all the way and my best wishes always,

Sincerely yours,

Graydon Ausmus, Director
Radio Broadcasting Services
Manager, WUOA(FM)

GA/ns

February 27th, 1951

Mr. Arthur G. Coons
President
Occidental College
Los Angeles 41, California

Dear Mr. Coons:

I am terribly sorry that your letter of January 26th concerning the Association of American Colleges was inadvertently mislaid.

You may rest assured that the National Association of Educational Broadcasters would be deeply interested in being of any help in connection with the formation of a n advisory council to interpret the liberal arts colleges and universities to the American public.

Sincerely yours,

Seymour N. Siegel
President

sns:L

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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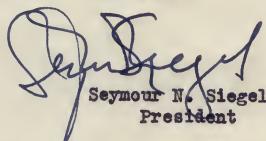
March 2nd, 1951

Mr. Graydon Ausmus
W U O A
University of Alabama
University, Alabama

Dear Graydon:

I am sending you a copy of WORLD CONVENTION DATES.
You will note that we are listed under the state
of Mississippi.

Cordially,



Seymour N. Siegel
President

SNS:L

Haydon -
Just to keep you
abreast of some of our headaches -
Mr. Griffith is particularly anxious
about new application forms -
Will you drop him a note about them?
Best regards,
W. W. I. Griffith

March 6, 1951

Mr. W. I. Griffith
Station WOI
Ames, Iowa

Dear Mr. Griffith:

I appreciate both your letters of February 28
and March 3, and especially the complete breakdown of our financial condition.

It would seem to me that the following plan would clean up some outstanding obligations immediately:

Carrie Davis, \$22.00, charged the regular NAME Account
Margaret Powell, \$22.50, charged the regular NAME Account
Margaret Powell, \$26.50 for January, and \$26.75 for February,
should be charged to the Ames TV Account (the January TV bill
was OK'd for payment by me and was returned to you. At any event, consider this authorization to pay Miss Powell.)
Siegel expenses for Chicago, February 4 and 5, \$114.33 - charge
the Chemical Account.

Gen. Taylor, \$2500.00, pay from the Ames TV Account and charge
the Old Dominion Fund, Public Service Letter & Printing \$1193.14.
This includes the enclosed bill for \$59.20, and leaves us a balance owing them of \$500.00. This should be drawn from the Chemical Account. Haydon should receive a check of \$317.56 from the Ames TV Account, of which \$306.56 should be charged to the Old Dominion Fund. John G. Mark & Son, \$2.00, should be charged to the regular NAME Account, and the check forwarded to me.

The University of Illinois NAME Network charge should be paid from regular NAME funds as dues come in.

The above should then close out the Old Dominion Fund. The Chemical Account has an additional four hundred odd dollars in it which was deposited on February 28th, which will leave a few dollars in the Chemical Bank because the new fund campaign will get under way soon, I hope, and it's advisable for us to maintain a New York account even though there are not many dollars in it.

This will leave us with unpaid obligations of \$500.00 to the Public Service Letter and Printing, \$900.00 to Sy Krieger, and \$2500.00 to Haydon.

This is not
a punt!

I expect Probst to advance \$1000.00 to Haydon from the Old Whitney Grant which the University of Chicago will receive in April and July in equal installments. Insofar as Tyler is concerned, land grant ought to pay that.

I am still waiting for the bill from the New Republic for the reprints, and you have approximately \$1500.00 of unencumbered balance in the Ames TV Account from the New Whitney Fund.

I will try and get letterheads made up from the plate which will be paid for by the Mark check, and send the stationery on to you.

Ansmus has indicated that he is re-designing the application blank and proceeding vigorously with the preparation of a descriptive pamphlet about NAME. He will, of course, not do any printing until approved.

I hope Cram & Rich will cut loose soon with plans to obtain new funds to carry us over until the Ford Foundation comes through.

With best wishes, I am

As ever,

Seymour N. Siegel
PRESIDENT

SNS:cb

March 6, 1951

Burton Paulu
Radio Station KUOM
University of Minnesota
Minneapolis, Minnesota

PLEASE FORWARD EARLIEST CONVENIENCE AIR MAIL CORRECTED NAEB MEMBERSHIP LIST FOR NEW BROCHURE.

Graydon Ausmus

March 6, 1951

Mr. Seymour Siegel
Radio Station WNYC
New York City, New York

Dear Si:

Enclosed please find a first draft of the revision of our NAEB brochure, also copies of the old brochure. I propose that we keep the same form with the detachable application for membership blank and a corrected list of NAEB members, both active and associate. I have wired Paulu for an up-to-date list of members and Schooley for a brief history. I have commissioned one of our outstanding Art Department professors to do a new cover page and have promised that within the next two or three days.

I have wired Griffith to revise the application blank tentatively and to go ahead and use it. I doubt that we can send invitations to prospective members on the same basis as the Academy of Political Science invited you to membership simply because acceptance of the various schools as members of NAEB hinges upon a complete investigation, approval by the executive committee, and a final vote of the entire membership. I am afraid we had better keep the form currently being used.

I have forwarded to each regional director every application for a station in the non-commercial band that has been filed with the FCC since October, 1950 with the request that he contact them immediately if he has not already done so. I shall continue to scan Broadcasting each week and forward once a month new application and new CPs to the regional director involved.

I suggest that you revise the enclosed gunk on NAEB and have the revised blanks mimeographed and send at least ten to each regional director for his immediate use. As soon as I have received your revision of the enclosed material, I will toss the deal at a local printer and have the brochure within two weeks. My guess is that one thousand will be enough to take care of the organization for some time and I can personally mail out to the regional directors and officers fifty to one hundred copies. I suggest further that we keep the size of the present brochure in order to facilitate mailing in a standard legal size envelope. I have not contacted our local printer concerning prices or details but suggest a soft color in the basic paper and possibly a contrasting color ink for the printing. The one color inking process will cost us less money and will require less time for printing. If you prefer having it done in New York, I will forward to you the design or designs for the cover page and let you proceed from there. I am sorry that I have not been able to get this done sooner but continued to wait until Friday of last week to hear from Dick for the materials which he indicated that he had for it and superimposed upon a very busy schedule,

Mr. Seymour Siegel

2

March 6, 1951

it has taken me longer to turn it out than it should have. I hope you will feel free to eliminate, add to, and change what I have written.

Thank you for sending the World Convention Dates.

My best to you always.

Sincerely,

Claydon Ausmus, Director
Radio Broadcasting Services
Manager, WUOA (FM)

GA/ns

cc: Alvin Gaines

NEW ALBANY CITY SCHOOLS
DEPARTMENT OF AUDIO-VISUAL INSTRUCTION
NEW ALBANY, INDIANA

SCHOOL-OWNED
RADIO STATION
WNAS-FM

VERNON MCKOWN—DIR. AUDIO-VISUAL INST.
MARVIN V. OAKES—DIR. RADIO PRODUCTION

HARRY R. DAVIDSON—SUPERINTENDENT
AUSTIN A. COLE—PRINCIPAL

March 13, 1951

Mr. Graydon Ausmus
Department of Radio
University of Alabama
University, Alabama

Dear Mr. Ausmus:

I would like to tell you that I am very happy to hear that the NAEB meeting will be held on the Gulf of Mexico next fall. Many of us in Indiana, are making plans to attend. According to advanced information this should be a very complete and worthwhile program.

You are now in the process of program planning and I have one suggestion to make to the committee. As you well know we have numerous 10 watt FM stations springing up all over the country, and as a result we have many people who have had little or no training in radio that are looking for meetings that will enable them to better administer and program these stations. Our problems are quite different from those of the larger university and public school stations and our philosophies in many instances run somewhat counter to those stations that attempt to operate with trained personnel. As organizer and administrator of WNAS, the first low power FM station in the public schools of America, I have had not only to pioneer in this work but also to answer hundreds of questions for those who are following. We 10 watt people are at present looking for a national organization whose meetings we can attend and feel that we have a chance to talk things over with others of like interest. Four of us in Indiana, have found that one of these programs is the Chicago School Broadcast Conference. This group is regional, however, and we are looking forward to NAEB. On behalf of the other three people may I suggest that we begin next fall at Biloxi to have at least one session devoted entirely to low power FM and if possible make it a general session in which the low power FM people have a chance to present what they are doing and the help they would like to have from NAEB and its members. Last year at Columbus we were given a spot but it was certainly not a good one. I would like to make this special request for one year only. We believe that in one such meeting we can present to directors of the larger stations the ideas that we would like to get across. Then in years following the low power meetings could be only individual sections of the larger meeting.

I can assure you that we will have some very interesting discussions and quite a group of 10 watt people there, provided we can get some publicity in advance to those who are not yet members of NAEB.

I shall be very happy to help in the selection of panel members from among the low power people and if necessary moderate the discussion. If the committee is at all interested in having one session of this type please drop me a line and I shall be glad to suggest questions for discussion for this program.

March 14, 1951

The Honorable Edward W. Barrett
Assistant Secretary of State
Department of State
Washington, D. C.

Dear Mr. Secretary:

I have seen in the press the announcement of the formation of a panel of radio executives to help guide the operations of the "Voice of America."

It occurs to me that an operating member of the National Association of Educational Broadcasters could prove of tremendous help in the membership of such a panel.

As you may know, the National Association of Educational Broadcasters represents some one hundred and twelve non commercial educational radio stations throughout the United States. Our operating personnel is concerned with the use of communications media to develop reasoned judgement on the part of our citizenry.

If the idea of utilizing an educational broadcaster on this panel appeals to you, I should be happy to nominate one or several of our member station operators for your consideration.

With all best wishes, believe me

Cordially yours,

Seymour N. Siegel
President, NAB

SNS:as
cc: Mrs. Marguerite Carter
Ausmus, Hull, Paula

CODY

March 14, 1951

Mrs. Marguerite Carter
Department of State
Washington, D. C.

Dear Mrs. Carter:

I was delighted to have the opportunity of talking to you on the telephone this morning, in connection with NAEB's tape network. We would be tremendously happy to have the Department produce a weekly series of programs which might be distributed by our network headquarters at the University of Illinois, Urbana, Illinois. We would be prepared to provide you with a limited supply of tape, from which we could make copies for distribution.

I believe that Mr. Robert Hudson, the chairman of our Program Committee at the University of Illinois, has been in communication with Bill Woods, but I should certainly like to see the project get under way without too much delay.

If you feel there is any other manner in which the NAEB can be of help to the Department of State, I hope you will feel free to call upon us.

With all best wishes, I am

Cordially yours,

Seymour N. Siegel
President, NAEB

SNS:as
cc: Ausmus, Hudson, Hull

COPY

NEW ALBANY CITY SCHOOLS
DEPARTMENT OF AUDIO-VISUAL INSTRUCTION
NEW ALBANY, INDIANA

SCHOOL-OWNED
RADIO STATION
WNAS-FM

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HARRY R. DAVIDSON—SUPERINTENDENT
AUSTIN A. COLE—PRINCIPAL

-2-

I am writing this letter at the request of McCabe Day, Manager of Station WVSH, Huntington Schools, Huntington, Indiana; Principal John B. Maier, WWHI, Wilson Junior High School, Muncie, Indiana; and Mr. E. C. Waggoner, Manager of station WEPS, Elgin Public Schools, Elgin, Illinois.

Sincerely,

Vernon McKown

Vernon McKown
Director of Radio
City Schools
New Albany, Indiana

VM:cs

March 14, 1951

Mr. Seymour Siegel
Radio Station WNYC
2500 Municipal Building
New York City, New York

Dear Si:

I am enclosing Frank's letter in reply to my request for a history of NAEF. It looks as if our brochure will have to be done without a history unless you can find someone to write it real soon.

You mentioned that you had some sort of a history prepared by Leonard Marks. If you think that would serve the purpose, send it along.

Burton Paulu sent me an up-to-date membership list. From it, I deduct that we have sixty-two active institutional members representing twenty-seven AM stations, forty-five FM stations and one TV station. In addition, there are forty-one associate institutional memberships for a total of one hundred and three actives and associates. There are still a number of discrepancies, however, and I wonder where we can go to get them straightened out. For instance, Wallace Garneau at Western Michigan College, is still listed as an associate member and I know that he is operating WMCR (FM) which isn't listed at all. In checking through the Broadcasting yearbook, I find a number of stations such as that at Northwestern that are not members. In Wisconsin, we have only two member stations and I know there are several in that state. Who could know the story there? I'm writing Jim Miles about this but it seems to me that we need to make a complete inventory and start an all-out drive.

I think I told you I sent the list of all new CPs since the first of October to all regional directors. I shall go through Broadcasting yearbook listings of all educational stations and check that list in each region.

I am eager to know what you thought of the material I sent you for the brochure.

My best always.

Sincerely yours,

GA/ns

Graydon Ausmus
Vice-President

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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SECRETARY AND**PUBLICATIONS EDITOR**

BURTON PAULU
KUOM, University of
Minnesota
Minneapolis, Minnesota

Mr. Graydon Ausmus
WUOA, University of Alabama
University, Alabama

Dear Graydon:

I have your letter of March 9. I hope to get the material on the NAEB membership form back to you before the end of the week.

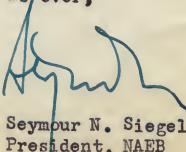
It will be swell having you up here in New York during the summer. I will try to cook up something, somehow, to provide you with some sort of part-time job. I have nothing specific in mind at the moment, but I am sure something will pop.

It is necessary and essential that as much mail as possible reach members of the Commission concerning the set-aside of frequencies for television. We have never done the information job among our own congressmen and senators which is necessary at the present time. I have reason to believe that a proposed finding will be forthcoming from the Commission within the next few days. While many of us may consider this to be a great victory, this is merely a proposal and is likely to be whittled down unless the pressure is kept up. The industry is working quietly but effectively. In the meantime, the permanent Joint Committee will not be formed until March 22. I have been on the phone several times a day with Washington during the past two weeks. Whatever letters and telegrams can emanate from you should. Even if they are reiterations of previous stands, they would be extremely helpful.

Insofar as the printing allocation is concerned, go ahead and spend whatever is necessary to turn out a good membership application.

With all best wishes, I am

As ever.


Seymour N. Siegel
President, NAEB

SNS:as

Representing non-commercial, educational AM and FM radio stations, workshops, and production centers, owned and operated by colleges, universities, and public-service agencies.

P.S. I have ordered a special engraved certificate for member stations, and it ought to be a loo-loo.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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Minneapolis, Minnesota

PRESIDENT

SEYMOUR N. SIEGEL
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

March 19, 1951

Mr. Graydon Ausmus
WUOA, University of Alabama
University, Alabama

Dear Graydon:

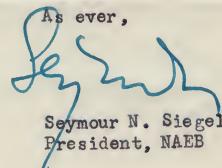
I appreciate your letter of March 14. Perhaps we can get Dick Hull to dictate a paragraph or two on the history of N.A.E.B., by copy of this letter. You should hear directly from him.

You are perfectly correct about the necessity of turning out an authoritative list of member stations, associate members, etc. All of us have been running into all sorts of difficulties, because there is an apparent discrepancy between Mr. Griffith's list, Paulu's list, and information which is available from the F.C.C. and the BROADCASTING YEARBOOK.

I hope to return the material on the brochure to you within the next few days. I realize I am holding up the works, but I want to be sure that the material is everything it should be.

You are doing a swell job in working toward an over-all membership campaign. I hope that we will have a report at the May 1 meeting in Columbus.

With all best wishes, I am

As ever,

Seymour N. Siegel
President, N.A.E.B.

SNS:as
cc: Hull

March 19, 1951

Mr. W. Ferron Halvorsen
Director of Radio
Arizona State College
Tempe, Arizona

Dear Mr. Halvorsen:

I appreciate your letter of March 14. We would be delighted to have you as an Associate Member of the National Association of Educational Broadcasters, and I am asking Mr. W. I. Griffith, our Treasurer, to send you an application blank.

I know of no member station that has secondhand equipment for sale at the present time, but I am sure that Mr. Allen Miller, who is NAB's Regional Director for the state of Arizona, will do everything possible to be of help to you.

I am taking the liberty of enclosing herewith a copy of WNYC's current Masterwork Bulletin, in accordance with your request. If there is any way in which you think I can be of assistance to you, please feel free to call on me.

With all best wishes, I am

Cordially yours,

Seymour N. Siegel
President, NAB

SNS:as
cc: Ausmus, Griffith, Miller

ENC: Masterwork Bulletin

COPY

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Minneapolis, Minnesota

PRESIDENT

SEYMOUR N. SIEGEL
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

March 21, 1951

Mr. Graydon Ausmus
WUOA
University of Alabama
University, Alabama

Dear Graydon:

I am enclosing a copy of the memorandum from Messrs. Oram and Rich on the new fund-raising campaign.

Will you let me have the advantage of your thinking, and, in any event, will you return the memorandum to me.

With all best wishes, I am

As ever,
Seymour N. Siegel
President, NAEB

SNS:as
Enc.

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PRESIDENT

SEYMOUR N. SIEGEL
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

Dear Graydon:

I think this is the complete list; at least
it is the last and most revised one I have.

I am currently doing a careful check of the
entire membership, and a few errors may turn up, but
this should be pretty close.

This does not, of course, include News-Letter
subscribers who are not also members, but I didn't
think you wanted that.

It's cold up here--and we have snow and more
snow. How are things down in Alabama?

Yours sincerely,

Burton

Congrats
on newsletter

March 26, 1951

To: NAEB Officers and Board Members
From: Burton Paulu, Secretary and News-Letter Editor
Subject: Correct Membership and News-Letter Mailing List

Recently I have received requests from several of you for up-to-date membership lists. Others of you have sent me corrections for News-Letter mailing addresses. In the course of this I realized that my News-Letter list leaves a good deal to be desired. So, when I recently had addressograph plates made I ran off a list for each of you. Yours is enclosed.

Note that this is the NAEB News-Letter mailing list, and not just a membership list; it therefore contains the names of some people who are not NAEB members.

Officers and Board members are all listed on one sheet and are not repeated in their respective regions. If a person gets more than one copy of the News-Letter, his address plate is marked with the number of copies he is to receive. (The names of Siegel, Ausmus, and Griffith are given twice because each of them receives ten copies, for the mailing of which two envelopes are required.)

Counsel and NAEB Committee members (not already NAEB members or News-Letter subscribers) are on the free list.

Will you all carefully check the active and associate member lists for your regions to see if there are any omissions; if any names are being carried that should be dropped; and if all names and addresses are properly given?

Any comments on the FCC and other government personnel (all free)? Ulin is there as a result of his request to me. By the way, why is H. R. Gross on the list?

I hope Mr. Griffiths will check this whole list carefully, especially the subscriber list. Are all subscribers paid up, Mr. Griffiths? (I have yet to see any subscriber's list--and I speak with the practical background of having been a newspaper carrier boy some years ago--which didn't include a lot of folks whose subscriptions had expired!) I would suggest Mr. Griffiths write to those subscribers who are not paid up to suggest they pay; if they do not, he can then let me know and I'll cut them off.

The Exchange list is short, and I think well under control.

You might all look over the Press list though. Do you think the folks at Harpers, etc. use or look at our stuff? What about Soth at the Des Moines Register and Tribune? And Childs, Pearson, Fleeson, Lawrence Brecher, Storck, and Boutwell? Miss Gordon is there by her (recent) request.

You might also all cast a critical eye at the VIP free list.

Also, what about the Miscellaneous list, especially Winchers, and the Australians. Also CBC and Lambert?

Certainly if a person can use our News-Letter and/or it is much to our advantage to have him exposed to it, we should keep him on the list. After all, the main expense is in preparation and stencil cutting; once that is done, it costs little to run off five or ten extra copies and mail them out. On the other hand, we don't want a badly padded list.

So, let me have your reactions.

March 27, 1951

Mr. Burton Paulu
Radio Station KUOM
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

Thanks for your note, the flier on the fall meeting, and the revised list of members. I have had the material for the brochure in Si's hands a couple of weeks but he has not yet returned it. He feels that we should have an up-to-date list whereas Griffith thinks it would not be desirable to do so. I should appreciate your vote on the subject.

As for the convention, I vote for Friday, Saturday, and Sunday—three days should be enough—and suggest you reserve all of the Center's sleeping accomodations. I believe we'll have at least sixty-six people registered and I, for one, feel that we can and should ignore the football game. It is too far for most of us to travel to waste time seeing a football game after we get there. I can't afford to be away from home any more than is absolutely necessary to take care of business.

Congratulations upon the last Newsletter. It was indeed excellent. You continue to amaze me by your efficiency.

Sincerely yours,

Graydon Ausmus,
Vice-President
NAEB

GA/ns
enc. 1

March 27, 1951

Mr. Seymour Siegel
Radio Station WNYC
New York City, New York

Dear Si:

You asked my reaction to the memo from Oram and Rich.

Paragraph I A and B sounds good but the second half of Paragraph II and all of Paragraph III sound as if we will have to spend most of our \$25,000 which they propose to raise in the fund-raising campaign ourselves. I don't know how much office rent on E. 19th St. will amount to and you are in a better position to estimate the cost of campaign expenses and the salaries we would have to pay the editor and our other representative as suggested by them. The rental, salaries, and the Oram and Rich fee of \$1,000 a month could conceivably eat up the moneys collected as fast as they came in. You are in a better position to judge that than I and I am entirely willing to back up any decision you make on it. If you think this is a safe bet, by all means fire full steam ahead.

Again, I shall have to call upon your experience in a decision on Section 4 and the last sentence in Section 3. I have had only limited experience with foundations but should like to raise this question: Will our retaining a fund-raising organization prejudice any foundation we might approach against us? It occurs to me as a possibility but as I stated above, your experience is broader than mine and I will back you up in whatever you think is best. You have done some amazingly wonderful things for the organization this year and I am willing to rely upon your judgment again on this new proposal.

My best to you.

Sincerely yours,

Graydon Ausmus, Director
Radio Broadcasting Services
Manager, WUOA(FM)

GA/ns
enc. 1

March 27, 1951

Mr. Burton Paula
Radio Station KUOM
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

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Graydon Ausmus,
Vice-President
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Minneapolis, Minnesota

Mr. Graydon Ausmus
WUOA, University of Alabama
University, Alabama

PRESIDENT

SEYMOUR N. SIEGEL
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

March 29, 1951

Dear Graydon:

I appreciate your note of March 27. Personally, I think the roast beef is an ideal luncheon dish. However, I certainly think that fish ought to be available since it is Friday.

We are doing everything possible to get enough money to handle the NAEB Board meeting. At the moment, we just don't have the funds. Furthermore, most people come to the IER meeting on their own budgets. Obviously, if funds are available by May 1 (and I am doing everything I can to see that they are), the Board will authorize reimbursement for travel.

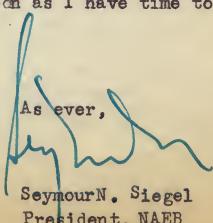
Insofar as your Oram and Rich comments are concerned, the general understanding is that NAEB will receive at least \$2000 clear on any \$1000 that is paid to Oram and Rich. Oram, of course, is much more optimistic, and feels that we will raise far more than the \$25,000 (in the clear) during any one year.

There has not been any difficulty in the past two campaigns in obtaining funds from Foundations, even though we were represented by Oram and Rich. The technique is such that they do not even enter the picture when it comes to direct negotiations. All of the work has then to be done by yours truly.

You have, of course, heard the good news about Dick Hull. He will be going to Washington as the paid chairman of JCET. Bob Hudson has taken leave from Illinois and now is the paid consultant to the Ford Foundation. All of this is as it should be, but I feel that our best operating personnel is going to be stripped down.

I will be in touch with you as soon as I have time to write in detail.

With all best wishes, I am



As ever,
Seymour N. Siegel
President, NAEB

SNS:as

March 30, 1951

Mr. Vernon McKown
Director of Radio
City Schools
New Albany, Indiana

Dear Mr. McKown:

Ralph Steetle has sent me a copy of your letter to him of March 13 and his reply. I agree heartily with everything he has said in connection with NAEB's service to 10 watt FM stations. I feel certain that he and Graydon Ausmus and Alvin Gaines would be delighted to arrange for a special session to discuss the problems of 10 watt FM.

As you may know, I have been urging Mr. Gaines and Mr. James Macandrew of station WNYE, New York, to set up a special school service which might be distributed through the NAEB tape network. In any event, we will do everything possible to be of assistance and help to all of our member stations, and if there are peculiar problems affecting individual groups, you may rest assured that we will do everything possible to provide the answer.

With all best wishes, I am

Cordially yours,

Seymour N. Siegel
President, NAEB

SNS:as
cc: Ausmus
Gaines
Stetle

COPY

April 11, 1951

Mr. Seymour Siegel
Radio Station WNYC
Municipal Building
New York City, New York

Dear Si:

It just occurred to me that you might be snowed under and would like me to take the initial material I prepared for the brochure, add to it Dick's suggestions and your own, and get it out for you. I shall be in my office all of next week but out all of the remainder of the month with the exception of one or two days. If you could shoot this material right back at me, I can get it ready and get it printed for the NAB Board meeting and the Institute—that is unless you want to wait until after the Board meets and after the Institute to get it out.

Best always.

Sincerely,

Graydon Ausman
Vice-President

GA/ns

April 12, 1951

Mr. Dick Hull
Joint Committee on
Educational Television
1785 Massachusetts Avenue
Washington, D.C.

Dear Dick:

Thank you for your letter of April 9 embodying Griffith's suggestions on the brochure. I have forwarded all of the material to Seymour and I notice you forwarded a copy of your letter to him. I am in accord with suggestions that you make and hope that Si will incorporate them.

I don't know what the answer is on the membership list. I agree that it would be complicated to attempt to include an up-to-date list. On the other hand, your suggestion of a cross-section listing of stations is a bit on the dangerous side in that it, in effect, would amount to giving special recognition to those listed. I believe the best bet would be to put in a mimeographed list of the complete list as it stands every two months or so.

To Suggestion 3 of your letter, I made the statement the way it was because I am not sure of "the main interpretation of the Constitution". Since Si has this material, why don't you send him a brief note on this point.

I considered your suggestion under No. 4 concerning power and then decided we would get into trouble concerning the interpretation of it. If I understand it, Harold McFarty holds membership in NAFB in the name of all of the Wisconsin stations—or do we count all of the Wisconsin stations as members?

I appreciate very much your suggestions and have understood perfectly why you have not had time to get to this subject.

I should like to have a copy of the "TV Allocation Report, March, 1951" of "Television Digest". If you have extra copies of this reprint, please send me one.

I only recently learned of your sojourn in Washington and feel mighty relaxed about your being upon the spot. I hope you find your work pleasant and satisfying.

My best to you -- see you in Columbus.

Graydon Ausmus
Vice-President

GA/ns

April 16, 1951

Mr. Seymour Siegel
Radio Station WNYC
New York City, New York

Dear Si:

I shall push ahead as rapidly as possible on the NAEB brochure.

The only point that is still unsettled is whether or not to include a membership list. Dick suggests an abbreviated list which represents a sample from over the country but I do not think this is wise. If you want me to include such a list however, I shall be glad to let your vote along with Dick's outweigh my opinion on the matter and shall include it. Let me know by return mail because I will plan to have the material in the hands of the printers by Friday of this week.

How many copies shall I have made? Unless I hear from you to the contrary, I will have them run off 1500. This will give us 500 for distribution through regional directors immediately, 500 for distribution at the Institute, and 500 for reserve. Should we have more printed?

My best to you. See you in Columbus.

Sincerely,

Graydon Ausmus, Director
Radio Broadcasting Services
Manager, WUOA(FM)

GA/ns

P.S. As soon as you know how many speakers and guests we will have at the NAEB luncheon in Columbus, let me know.

P.S. 2 Shouldn't we get a letter out to all NAEB members concerning the Columbus meeting?

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

April 18, 1951

Mr. Graydon Ausmus
WUOA, University of Alabama
University, Alabama

Dear Graydon:

I hope you will forgive me for not replying to your letter of March 28 before this. I have just returned from two weeks training duty with the U.S. Navy, and I am thankful that I am wearing gray flannels again.

I want to congratulate you on the resolution passed by the Alabama Federation of Womens Clubs. One of the developments that I shall always remember concerning this period of time is the magnificent manner in which everyone has pitched in to do a job of preserving television for the educational establishments.

Insofar as the denunciation by commercial operators is concerned, we have not yet begun to feel the brunt. In the city by city hearings which will begin on or about June 11, I have no doubt that all the stops will be pulled. It is going to require a great deal of courage and stamina to stand the gaff.

I am enclosing a copy of the President's Page for the next issue of the "News-Letter." It will give you the background of what has to be done immediately if we are to maintain our position in the hearings.

I look forward with a great deal of anticipation to seeing you at Columbus. There is a tremendous quantity of fill-in which has to be done. I regret only that I have not been able to keep you abreast of the startling developments which have taken place.

With all best wishes, I am

Seymour N. Siegel
As ever,
Seymour N. Siegel
President, NAEB

SNS:as

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PUBLICATIONS EDITOR

BURTON PAULU
KUOM, University of
Minnesota
Minneapolis, Minnesota

Mr. Graydon Ausmus
WUOA
University of Alabama
University, Alabama

April 23rd, 1951

Dear Graydon:

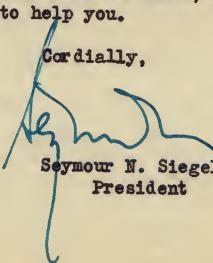
I have your note of April 16th. I think that you should use your own judgment so far as the membership list is concerned. Obviously, the membership is constantly changing, and if you were to include all member stations it would take up an awful lot of space. I agree with Dick that the lists of members is an impressing factor, but I think maybe we have outgrown the necessity for including a complete list.

Your figure of 1500 copies is excellent, and if you have 500 at the Institute that will be wonderful.

I am not in a position to get a letter out to all NAB members concerning the Columbus meeting. This is basically a function of the IERT. If you are in a position to send a letter out calling attention to our luncheon and to the special program under our sponsorship on Friday night, it might be extremely effective.

I am formally extending an invitation to Miss Henneock to speak at the luncheon despite an objection voiced by Prebst. He suggested Paul Hoffman, but I have not received a reply to my telegraphed invitation. We can discuss further details of the luncheon at the Board of Directors meeting on May 1st. I presume you will be able to handle all of the details, and I am certain that Schooley will be able to help you.

Cordially,


Seymour N. Siegel
President

sns:L

May 8, 1951

Mr. Seymour Siegel
Radio Station WNYC
New York City, New York

Dear Seymour:

As I understood your instructions at the close of the Board meeting Thursday night, you will authorize payment of our expenses by NAME through Wednesday night, including transportation. Enclosed please find my itemized expense account to cover that period totaling \$102.07. My total expenses for the trip through Saturday noontime amount to about \$150 and I shall be happy to take care of the remainder of that amount.

As I indicated to you, we cleared five dollars on the luncheon. Deducting that five dollars from my account turned in, that leaves a balance of \$97.07 due me. If you would rather the luncheon were entered on Mr. Griffith's books, I can send him a complete statement on the thing, including the hotel bill and the bill for the printing of the tickets. The latter was \$3.09 which I paid for out of my pocket and simply reimbursed myself by not paying for my luncheon ticket of \$3.00. Dick Rider, selling tickets at the door, short-changed himself by one dollar which he offered to make up from his own pocket but which I refused.

I have numerous reactions to the convention which I wish to pass on to you as quickly as I can get to it. However, I like clearing up the expenses of a trip always as the first item to be taken care of.

Permit me to say that my admiration for your integrity, ingenuity, and leadership abilities continues to mount. You did a magnificent job conducting the Board meetings and your Friday night speech was the highlight of the whole Institute.

More to follow.

Sincerely,

Graydon Ausmus
Vice-President

GA/ns

May 9, 1951

Mr. Burton Paul
EUCM
University of Minn.
Minneapolis, Minnesota

Dear Burton:

I did not have time to check the minutes of the meetings before leaving Saturday. However, as far as I can tell, they are accurate. At one point in the minutes, I note that the Convention Committee is to supply you with an outline of the Fall pro ram plans. Please see the attached tentative outline.

Believe me, you have the admiration of us all for your ability to sit hour after hour and come up with an intelligent report of what transpired.

Enjoyed very much seeing you and shall be looking forward to a reunion at the University of Illinois soon.

Yours very sincerely,

Graydon Ausmus
Vice-President

GA/ns

P.S. Please note also a statement covering my contribution to the Friday afternoon Clinic for Educational Stations.

I hope you will publish this letter as
it stands in the next NAME NEWSLETTER.

May 9, 1951

Mr. Burton Paulu
Radio Station KUOM
University of Minnesota
Minneapolis, Minnesota

Dear Burton:

Without doubt, the most outstanding feature of the Institute program was the general session Friday night. I failed at that time to give credit to the one man to whom credit is due for arranging that session and I should like to rectify that error, in part, through the Newsletter.

Harry Skornia, WFIU, Indiana University, should receive all the credit for planning and executing this very fine session. My only part in the program was introducing the speakers. In this, as in every other assignment Harry has been given, he proved himself one of our ablest NAME members.

Sincerely yours,

Graydon Ausmus,
Vice-President

GA/ns
cc: Seymour Siegel

May 9, 1951

Mr. Seymour Siegel
President
NABD
New York City, New York

Dear Seymour:

I am enclosing a tentative program for the Fall Convention as setup at Columbus. If we are to make this the top convention which we hope it to be, we will need your suggestions for filling in the blanks and for any other details concerning the Fall meeting. Please let me have your suggestions for participants in the various panels and any other subjects and speakers within the next week, if possible. It is important that we get the letters of invitation out in May.

Under separate cover, I am forwarding to you an additional supply of the NABD brochures. I hope you will blanket your area with these and double your efforts to pull in every eligible institution not already a member. During the month of May, let's make an all-out drive to swell the membership of NABD, both active and associate, by at least 25%.

As per instructions of the Board in Columbus, I shall attempt to compile an accurate and up-to-date directory of member stations and forward this to you to check for accuracy within your district.

If you will send me carbons of all letters you mail to prospective members, I shall follow with a second letter to re-enforce your bid.

Let's get busy at once to assure 100% membership of all eligible production groups and stations.

Sincerely yours,

Graydon Ausmus
Vice-President

GA/ns

Seymour

I want to be at the Biloxi meeting. Sometimes in my shop, I need a "justification". I know by now I have enough expertise and material to make a contribution to NAEB if it fitted in the program format. The line would be "Program Opportunities in Atomic Age for Educational Radio-Television." ^{for}

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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GRAYDON AUSMUS
WUOA, University of
Alabama
University, Alabama

TREASURER

W. I. GRIFFITH
WOL, Iowa State College
Ames, Iowa

EXECUTIVE SECRETARY

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Region VI

ALLEN MILLER
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Pullman, Washington
Montana, Washington, California,
Idaho, Oregon, Nevada, Arizona,
Utah and Territory of Hawaii.

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Illinois University Communications
Research Institute
Urbana, Illinois

SECRETARY AND**PUBLICATIONS EDITOR**

BURTON PAULU
KUCOM, University of
Minnesota
Minneapolis, Minnesota

PRESIDENT

SEYMOUR N. SIEGEL
WNVC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

May 10th, 1951

Mr. Graydon Ausmus
W U O A
University of Alabama
University, Alabama

Dear Graydon:

Charter Heslep, of the Atomic Energy Commission, sent
me this note.

Will you bear him in mind in connection with a possible
speaking date at the Convention?

Cordially,

Seymour N. Siegel
President

sns:J

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BURTON PAULU
KUCOM, University of
Minnesota, Minnesota

PRESIDENT

SEYMOUR N. SIEGEL
WNYC, Municipal Broadcasting System
2300 Municipal Building
New York 7, N. Y.

May 11, 1951

Mr. Graydon Ausmus
WUOA, University of Alabama
University, Alabama

Dear Graydon:

I have your note of May 8, and I am forwarding your expense account to Mr. Griffith without delay.

Although I am tremendously jammed, I must take a moment to tell you how thrilled I was with the manner in which you carried out the running of the luncheon and the evening session. It was something for which all of us in NAEB could take a tremendous bow.

I think Mr. Griffith would like to have a complete statement of the luncheon, and, if you find the time to send him a report on it, I know that he would welcome it.

The proposed Convention agenda is tremendously exciting. If there is anything you want me to do towards getting any letters of invitation out, or anything like it, please send me the necessary material.

With all best wishes, I am

cordially yours,

Seymour N. Siegel
President, NAEB

SNS:as

May 14, 1951

Mr. Seymour Siegel
Radio Station WNYC
New York City, New York

Dear Si:

Enclosed is a summary of the NAEB luncheon in Columbus on May 4 with the two statements attached. We had a total of one hundred people at the luncheon and sold ninety-five tickets at \$3.00 each--total--\$285.00. The hotel bill was \$276.85 and I added the additional 15¢ making it \$277.00 even. The printing of the tickets cost \$3.00. Our five guests were: Russell, Lewis, Kobler, Faught, and Novik.

~~Enclosed~~ capitulation is as follows:

Cash Receipts.....	\$285.00
Hotel.....	277.00
Printing.....	3.00
Total Cost.....	280.00
 Cash Balance.....	 \$5.00

(I deducted the cash balance from my expense account for simple bookkeeping.)

You will want to forward this on to Mr. Griffith for his files but I thought you would like to look at it also.

Sincerely yours,

Graydon Ausmus,
Vice-President

GA/ns

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WUCA, University of
Alabama
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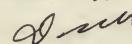
May 21, 1951

Mr. Graydon Ausmus
Station WUCA
University, Alabama

Dear Graydon:

You undoubtedly have seen the attached item from
UP re the new station in Indiana. If not, you
will want it.

Sincerely,



Richard B. Hull

May 24, 1951

Mr. Seymour Siegel
President
NAEB
New York City, New York

Dear Si:

I want to follow up on your suggestion that I forward a copy of the tentative program for the fall meeting to every person who was registered at the Institute in Columbus. These should go out on NAEB stationery and in NAEB envelopes. My supply of both is a bit low. Would you please forward to me as soon as possible about 1,000 envelopes and 1,000 sheets of NAEB letter-head. I will mimeograph the program on plain white paper.

My operational budget for the year is in the red—with four months more to go so I would like NAEB to provide me with stamps for this big mailing job. There were about 800 people in attendance at the Ohio Institute. In addition to the above mailing, I shall get letters out to every NAEB member station asking for a complete station directory. That will take about 100 stamps more—a total of about 900 3¢ stamps. This will mean about \$27.00 worth of stamps which I ordinarily could absorb from my own budget but, as I said above, my budget for the year is already in the red and I am behind the eight ball with my University without asking for that much money for stamps. If you could arrange for Mr. Griffith to send me the stamps right away, I should appreciate it.

I realize that I can't get these stamps and supplies in here before I leave but I will dictate all the necessary letters and have everything ready for my secretary to mail out as soon as these supplies and stamps come in. She will continue to build our complete station directory and will continue to work with Mr. Griffith and the regional directors on new membership drive while I am in school. I should appreciate your moving these two requests along as soon as possible so we can get these two big projects under way immediately.

My best to you.

Sincerely,

Graydon Ausmus
Vice-President

GA/ns

May 29, 1951

University High School
Morgantown, West Virginia

Gentlemen:

My attention has been called to the fact that your institution has made application for a non-commercial educational FM station. If there is any way in which the National Association of Educational Broadcasters can be of help to you, I hope that you will feel free to call on us. If you are interested in the NAB Tape Network programs, I would suggest that you write direct to Mr. Richard Rider, at 119 Gregory Hall, University of Illinois, Urbana, Illinois.

I understand that Mr. Alvin Gaines, our Regional Director in your area, has forwarded to you a brochure on NAB. I am enclosing another one, and would suggest that you apply for membership at your early convenience.

In the meantime, please accept my personal best wishes for every success.

Cordially yours,

Seymour N. Siegel
President, NAB

SS:as
Enc.
cc: Griffith, Ausmus, Gaines, Rider

May 29, 1951

Mr. Earl Wynn
University of North Carolina
Chapel Hill, North Carolina

Dear Mr. Wynn:

May I offer my congratulations on the filing of an application for an FM station by the University of North Carolina.

If there is any way in which the National Association of Educational Broadcasters can be of help to you, I hope you will feel free to call on us. If you will write to Mr. Richard Rider, 119 Gregory Hall, University of Illinois, Urbana, Illinois, I am sure that he will be glad to furnish you with information concerning the availability of the taped programs of the NAB Tape Network.

In the meantime, please accept my personal best wishes for every success.

Cordially yours,

Seymour N. Siegel
President, NAB

SWS:as
cc: Griffith, Ausmus, Gaines, Rider

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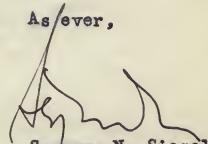
Mr. Graydon Ausmus
WUOA, University of Alabama
University, Alabama

Dear Graydon:

I have your letter of May 24, and I am having sent
to you immediately 1000 copies of NAEB stationery and 1000
NAEB envelopes. I am sending you herewith \$50.00 worth of
stamps, and I hope that this will take care of your immediate
requirements.

The chances are I'll be talking to you at Allerton
within the next week or so, and I want you to know that I am
deeply grateful for everything you're doing.

With best wishes, I am

As ever,

Seymour N. Siegel
President, NAEB

SNS:as

Enc.

DIRECTOR OF STUDIES
DALLAS W. SMYTHE
Illinois University Communi-
cations Research Institute.
Urbana, Illinois
SECRETARY AND
PUBLICATIONS EDITOR
BURTON PAULU
KUOM, University of
Minnesota
Minneapolis, Minnesota

May 31, 1951

Mr. Seymour Siegel
Radio Station WNYC
New York City, New York

Dear Si:

I am leaving today for New York City and will contact you early next week. I am planning to attend the Board meeting at Allerton House and would appreciate your making a reservation for my trip at the time you make one for yourself. I should like to return on Saturday afternoon so I can be back in New York to hit the books again Sunday morning.

The agenda looks full and interesting.

Looking forward to seeing you.

Sincerely,

Graydon Ausmus
Vice-President

GA/ns
cc: Wilbur Schramm

REMARKS OF SEYMOUR N. SIEGEL, PRESIDENT, NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
BEFORE THE AMERICAN ASSOCIATION OF MUSEUMS, PHILADELPHIA, PENNSYLVANIA, MAY 31, 1951, 8 PM

Mr. Chairman, Ladies and Gentlemen:

I know a great many museum people. None of them really have horns. It's true that I have never been able to forgive the architects of museums who seem always able to construct cold and cheerless marble halls where one is supposed to enjoy oneself looking at pictures or exhibits.

I still have one fallen arch that cannot be attributed to military service, because museum people seem to enjoy subjecting all of us to such tortures of foot weariness as no one even in the Army should be forced to endure.

Furthermore, museum curators seem to obtain some special sort of pleasure by denying people the simple solace of a smoke -- no one can talk above a whisper in a museum -- and it's sheer heresy to indicate that there are mighty few museums smart enough to install a friendly little bar somewhere on the premises.

Then there's the slight little indignity of being counted as you go in through a turnstile -- and the X-ray checking you as you go out. In between, of course, there are special guards who are perfect examples of FBI people on the trail of espionage agents --- Just how happy can you expect ordinary people to be under such circumstances? How can people really like what they see under these terminal conditions?

It is for these reasons that the media of mass communications present an opportunity and a challenge. They reverse the situation completely by substituting all the comforts of home as the learning environment. It is because radio and television are tools which you can use to accomplish what I think is your aim that I hope to be able to give part of the answer to the problem of education ... which is tonight's topic.

First of all, I must get my chore out of the way. Mr. Hayes, when he invited me here, said I was to tell you what to do and how to do it. I can do that in three sentences.

First, define your objectives specifically in terms of your own museum.

Second, make a study of your community to find out what the prevailing attitudes are. Find out the radio and TV stations in your community and their interests.

Finally, work out plans of activities and translate your program into action.

There you have it. It's really very simple.

Now, lest you think I haven't gone into your field a little more in detail, permit me to suggest that Mr. Edward L. Bernays' survey of some years ago is familiar to a great many educational radio people. There seem to be four problems facing museums:

- 1- The problem of personnel to head museums.
- 2- Support for museums -- inadequate contributions and the problem of getting people to attend and use museum facilities.
- 3- The problem of satisfying the needs of various groups which use museums, children, adults, and etcetra.
- 4- Public relations problem of using all avenues of approach to the public to meet your problems of financial support and attendance.

In the present state of civil defense planning, the problem of morale is still an important one. Museums more than any other single force can build morale by increasing people's belief in the future and themselves by showing them the past and the present.

Museums also provide an escape for people made tense by continued, highly charged, news reports.

Finally, the necessity for providing and maintaining a creative spirit is obviously an essential of the democratic pattern and its future.

Let's take a look at American radio and television for a moment. In a survey made not so long ago by the National Opinion Research Center, under the auspices of the National Association of Radio and Television Broadcasters (which is the trade organization of the commercial broadcasters in this country) it was found that seventy percent of the American people were extremely pleased with the job that radio broadcasting was doing; that is, they thought radio's overall performance "excellent" or "good". In this same survey, it was indicated people believed radio was doing a better job for the community than local government. A better job than local schools. A better job than the newspapers.

Now, seventy percent is a fairly hefty figure, and the broadcasting industry took it to its heart with no little jubilation.

But, let us turn these figures about for a moment --- and what do we find? About 30 percent of a nation is not happy with the job being done by American radio. Almost one-third of all the people in this country feel their needs are not being met --- or that they are not being given the required service in terms of what a free radio should undertake in a democracy.

On the other hand, there is no gainsaying that the broadcasting industry has achieved a pinnacle of stupendous achievement, because no other medium can sell soap or cigarettes or gasoline so fast and so often.

But many of us --- even more, I should say, than the 30 percent stipulated in the survey I have just quoted --- feel, along with the F.C.C., that there is a public-service function essential to broadcasting. We may then offer the question as to why there is a paucity of adult, literate programming with its concomitant of ideas?

All of us are constantly seeking for facts. But we are also seeking for the significance of those facts. Despite this great desire to be civilized, which sets man apart from the lower animals, the process of civilization is, by no means, an easy one.

All of us remember how going to school was, in some instances, our first major discipline. No child actually has a born desire to be educated. Learning to count, learning to read, those first spasmadic attempts at spelling --- all these involve a strain, a great effort, more painful -- at least before the exhilaration of achievement --- than pleasant.

Everyone of us knows this all too well; there is a resistance to the absorption of knowledge. Most knowledge worth having demands application of our mental resources, a full concentration which, in the light of the many pleasant distractions in our day, is a difficult thing to do.

Throughout many metropolitan areas today, parents are concerned with the effect of television on their children's learning and study habits. It's a lot easier, a lot more pleasant, a lot more immediately gratifying to watch Hopalong Cassidy outdraw a Western villain than it is for a child to labor over the multiplication tables.

It is not only on the child's level --- we adults are faced with the same problem.

Many of us have been tortured by the struggle for our leisure time as represented, say, by a thoughtful book on international relations, versus a lavish Technicolor musical at the neighborhood theatre. Far too often we follow the path of least resistance ... the red plush carpet leading down the center aisle.

This dilemma .. this conflict for our leisure time, the sloughing off of home-work by the boy, of worthwhile reading by the adult -- is symptomatic of what Clifton Fadiman has called "the decline of attention" in our time, referring to the inability

.. the unwillingness of most of us to apply ourselves to those intellectual stimuli that draw forth our full efforts.

I am not qualified to engage in the discussion of the psychological implications of the learning process. I think it is clear enough, though, for all of us to agree that there is no easy way for ideas to be absorbed.

To put it another way, then, the process of learning, more often than not, is a painful one. On the part of the broadcaster who must maintain mass circulation if he is to sell his time, the very thought of presenting any program which connotes pain, which involves the exhausting process of groping mentally after ideas, is absolute heresy. And right there, perhaps, is the chief reason for the paucity of ideas in broadcasting.

I recall, not so long ago, when Miss Barbara Ward, who was a member of the Board of Governors of the British Broadcasting Corporation, was discussing American radio. She mentioned that one of the striking things about this century in our country, is that we are embarking upon one of the most startling experiments mankind has ever made. She was referring to the experiment of quite simply basing government not on a single group .. not on those who have the most talent and the best education .. but upon everybody.

Mass democracy is trying to draw everyone into the process of government. In the past, government has always depended on those who had the education, the time, the leisure to study the situation and be informed ... competent to make a balanced judgment. This was considered not to be within the reach of those who had to earn their daily bread by the sweat of their brow.

Now we are taking a whole people into the process of government. We are creating a mass democracy.

The challenge of our time, of course, is whether education can catch up in time. The problem is whether education can spread to enough people a sufficient sense of responsibility .. a sufficient sense of the breadth of the problem .. and a sufficient objectivity of mind to make them competent to carry this tremendous burden of government.

And this same challenge in the mass education of democracy is exactly and precisely the challenge that is presented to the mass communications media, especially to radio and television.

You cannot base government on illiterate morons. It is going to be extremely difficult for democracy to last if the majority of our people can be taken in from one day to the next by the kind of spurious stuff, for example, that was handed out by Nazi propaganda .. that is cast out to the unfortunate millions behind the Iron Curtain. We have seen what this viciously applied propaganda can do in world history ... we know the evils broadcasting can create and foster. Our tragedy is we have yet to find anything comparable on the other side of the ledger.

Now here is the whole problem of communicating ideas through the air. We know that most people don't like the process of learning. And yet, the mass education which we need has to go right on through the whole period of people's lives.

It has been said that it is as unnatural to end your education at 14, as it is to die at 14. It becomes obvious that a great deal of this education has to be done by people themselves. This is where the essence of the broadcasting of ideas lies. It is the achieving of that delicate balance between persuading people to learn by sugaring the pill ... and giving them only sugar.

You will recall that I mentioned radio and television are merely tools. The question is ... how are they being used?

Now, it surely cannot be in the best interest of our nation that such a large percentage of our listening time should be devoted to soap operas, variety vaudeville and light music, audience participation shows .. which are incredible even to some of the people who present them on the air .. squalid crime shows, non-sensical quiz programs. I could cite hundreds of examples ... but why should I? You can turn to the radio page of your daily newspapers and get all the examples you want!

This is an indictment in the broadest sense. Nobody can say that out of that kind of entertainment you're going to get people who can distinguish between good taste and bad taste ... between a high level of culture and a low level of culture ... between a good idea and a dangerous idea.

Now, in the light of the unquestioned failure of our broadcasting industry to meet this challenge, must we say there is no hope? Does this mean it is too late to correct the situation?

Fortunately, there are recent signs of intellectual stirring, which hold forth some hope for the correction of that great imbalance between entertainment and ideas. There is still some hope in the battle of information versus visceral excitation on the airwaves of the United States.

In July of 1949, twenty-two of the nation's leading educational broadcasters met together at the University of Illinois, by invitation of the Rockefeller Foundation and the Institute for Communications Research. Represented were such institutions and agencies as the University of Chicago, Ohio State University, Lowell Institute in Boston, the National Association of Educational Broadcasters and the United States Office of Education.

This seminar group set itself the task of re-examining and re-appraising educational broadcasting in the United States, marking the errors of the past, and the problems and opportunities of the future, which could be involved in the concept of a serious and mature educational and cultural radio broadcasting service in America.

The conclusions and recommendations reached in that seminar involved the total complex of disaffection, criticism, hope and responsibility with which educators, public servants, commercial and educational broadcasters and the Federal Communications Commission have been occupying themselves for over a quarter of a century.

These conclusions are now embodied in what is known as the Allerton House Report. I think we should know something about some of the conclusions of that report, for it is important that all of us constantly remind ourselves of the efforts being made to communicate ideas to free men.

Radio broadcasting has an obligation to include elements other than trivia, shallow entertainment and the sale of goods .. and perhaps an occasional broadcast of significance .. as goals in its day by day operation.

It has implicit responsibilities to the public, by which it is supported, at whose sufferance it exists, and which it purports to serve.

The American radio listener should have daily access to broadcasts produced with the best techniques available and representing the most informed opinions in order to be informed of those facts and ideas in the arts, the sciences and the daily events of the world, which are vital to his growth and survival.

The present structure of American radio has not accomplished this task to any significant degree.

Despite valuable -- though sporadic -- public service activity on the part of the commercial stations and the networks, the economic considerations which limit and define their functions and their concepts of audience needs and likes, preclude any marked change in the pattern of the visible future.

Recent surveys, such as those conducted by the National Opinion Research Center, further support the belief that large groups of citizens not only turn aside from present radio fare, and fail to listen, but would welcome the broadcasting of a more worthwhile and enlightening type of radio service if it were consistently available, if they were sufficiently informed of its availability, and if they were furnished the service over a long enough period of time to make it part of their day-by-day scheme of living.

And this, then, is the opportunity which is available to museums.

Collectively, you are the greatest single source of program resource necessary for television.

When the FCC lifts the freeze on television station construction, there will exist one of the greatest specialized vacuums in the history of our economy. There will be a need for personnel to operate and program some two thousand new television stations. There will be an even greater need for programming resource.

Now is the time for museums to get their feet wet. Now is the time to obtain as much experience as possible in exploiting the new medium.

If you do nothing more than merely display postcard reproductions of some of the paintings hanging on your walls, and have one of your curators deliver a simple commentary, you will at least be taking the first steps in extending the areas of your marble halls to tens of thousands of homes. You will be raising the general level of taste by exposing to a mass audience something that is first rate.

By enabling an individual to differentiate between first rate and third rate material, you will really be educating him.

At the same time, you will be doing an excellent public relations job for your own institution. You will, thereby, make it easier to obtain financial support and awaken sufficient interest in various groups to warrant their visiting your museum.

These are important by-products of the really major ideal you must necessarily have of extending the democratic process by the maintenance of an ever-growing creative spirit.

WAAM

INC.

TELEVISION

CHANNEL 13

MOHAWK 7600

• 3725 MALDEN AVENUE

• BALTIMORE 11, MARYLAND

June 11, 1951

Mr. Seymour N. Siegel
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, New York

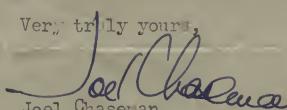
Dear Mr. Siegel:

I have received the announcement of the NAEP Convention to be held at Biloxi in November. After looking through the tentative program, I find what appears to be a gap in the subject matter to be presented.

Do you think that it would be advisable to give the local operators of commercial television stations a chance to speak to the assembled educational broadcasters on the local patterns which have been worked out between educational institutions and the commercial operations? Another consideration might be the tactics which commercial and educational broadcasters have in common in regard to participation in community events. I imagine that many future operators of educational stations might benefit a great deal from the techniques already tried in the commercial field, especially those techniques which weave the station into the fabric of local community life.

I hope that I will have a chance to see you at the November meeting, in the meantime, may I wish you the best of luck in this undertaking.

Very truly yours,


Joel Chaseman
Director of Public Service
and Publicity

JC:ta

June 15, 1950

Mr. Richard B. Hull
President, NAEB
Radio Station WOI
Iowa State College
Ames, Iowa

Dear Dick:

Just received the copy of your letter to Marcus Cohn regarding Bob Hudson's suggestion to let TV stations transmit music alone whenever the licensee sees fit to do so.

I haven't given much thought to this, and may be wrong, but it looks dangerous to me offhand. Television is simultaneous sight and sound. If it is better it should be better for the added sight. To relieve it of the responsibility of developing video techniques would seem to me personally (until I've studied it further at least) to be very unwise.

Eventually I see the day when sets, probably called "Television sets", may have television, FM and AM radio, and perhaps facsimile. The owner can select what he wants. But to allow TV to do what radio can very well do, would seem again to be inviting monopoly, and inviting the big guys to swallow the little guys who can only afford a radio or FM station. To present such a resolution to the FCC, at least without a meeting of Directors and officers in person, would I think be a very bad idea.

If the listener hears music from a TV station, on a TV audio frequency, he'll think he's hearing TV, not FM, no matter how wrong we all may know he is. If the listener wishes to ignore or tune out the video, he has the same right to do so that listeners have to ignore commercials. But for us to have a part in making TV, at the sending as well as receiving end, another divided attention or home background medium doesn't seem right.

If we make it too easy for TV, it will not develop the TV techniques needed, but will adopt radio techniques, and swallow radio not as TV but as radio, not because it's better but because it's bigger. Most of the people in TV now are not as desperately

C O P Y

June 15, 1950

off financially as the FM operators, whose lot we would soon make very tough. With the proposed resolution, I believe, in effect, we'd be stacking the cards against even letting FM come into its own, if it can.

Once again, this is a hasty opinion. I'd like to hear more before I decide. This decision will be historic, and I think we should all give it a good deal of thought. If I'm wrong, I'm eager to be put straight.

Sincerely,

H. J. Skornia
Vice-President

RJS:jm
cc: Bob Hudson
All NABB Officers and Directors

C O P Y

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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RICHARD B. HULL
WOL, Iowa State College
Ames, Iowa

VICE-PRESIDENT
HARRY SKORNIA
WFIU, Indiana University
Bloomington, Indiana

TREASURER
W. I. GRIFFITH
WOL, Iowa State College
Ames, Iowa

EXECUTIVE SECRETARY
MORRIS S. NOVIK
630 Fifth Avenue
New York, N. Y.

GENERAL COUNSEL
MARCUS COHN
517 Evans Building
Washington, D. C.

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WNYC, Municipal
Broadcasting System
New York, N. Y.
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New Hampshire, Massachusetts,
Vermont, Rhode Island, Pennsylvania,
New Jersey, Delaware
and Maryland.

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University, Alabama
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Kentucky, Tennessee,
North and South Carolina,
Georgia, Florida and Mississippi.

Region III

JAMES MILES
WBAA, Purdue University
LaFayette, Indiana
Ohio, Michigan, Indiana, Illinois
and Wisconsin.

TO: Officers and Directors

FROM: Richard B. Hull

RE: FM Tuners in TV Sets

June 19, 1951

In accordance with a vote of members and directors
present at the mid-year meeting at the Ohio Radio
Institute, the attached letter has been sent forward
to Senator Johnson and a copy to Senator Tobey of
the same committee.

It is suggested you contact your own representatives
in the same connection.

Region IV

IRVING R. MERRILL
KUSD, University of
South Dakota
Vermillion, South Dakota

Iowa, Minnesota, North and
South Dakota, Nebraska and
Wyoming.

Region V

JOHN DUNN
WVAD, University of
Oklahoma
Norman, Oklahoma
Missouri, Kansas, Colorado, New
Mexico, Oklahoma, Arkansas,
Texas and Louisiana.

Region VI

JAMES M. MORRIS
KOAC, Oregon State College
Corvallis, Oregon
Montana, Washington, California,
Idaho, Oregon, Nevada, Arizona,
Utah and Territory of
Hawaii.

PUBLICATIONS EDITOR

BURTON PAULU
KUOM, University of
Minnesota
Minneapolis, Minnesota

DIRECTOR OF STUDIES

DALLAS W. SMYTHE
Illinois University Communications Research Institute
Urbana, Illinois

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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WOU, Iowa State College
Ames, Iowa

VICE-PRESIDENT
HARRY SKORNIA
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TREASURER
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Ames, Iowa

EXECUTIVE SECRETARY
MORRIS S. NOVIK
630 Fifth Avenue
New York, N. Y.

GENERAL COUNSEL
MARCUS COHN
517 Evans Building
Washington, D. C.

June 19, 1950

EXECUTIVE COMMITTEE

Region I

SEYMOUR SIEGEL
WNYC, Municipal
Broadcasting System
New York, N. Y.
Maine, New York, Connecticut,
New Hampshire, Massachusetts,
Vermont, Rhode Island, Pennsylvania,
New Jersey, Delaware
and Maryland.

Region II

GRATIAN J. LUSK
WVUA, University of Alabama
University, Alabama
Alabama, West Virginia, Al-
abama, Kentucky, Tennessee,
North and South Carolina,
Georgia, Florida and Mississippi.

Region III

JAMES MILES
WBAA, Purdue University
LaFayette, Indiana
Ohio, Michigan, Indiana, Illi-
nois and Wisconsin.

Region IV

IRVING R. MERRILL
KUSD, University of
South Dakota
Vermillion, South Dakota
Iowa, Minnesota, North and
South Dakota, Nebraska and
Wyoming.

Region V

JOHN DUNN
KUOM, University of
Oklahoma
Norman, Oklahoma
Missouri, Kansas, Colorado, New
Mexico, Oklahoma, Arkansas,
Texas and Louisiana.

Region VI

JAMES M. MORRIS
KOAC, Oregon State College
Corvallis, Oregon
Montana, Washington, California,
Idaho, Oregon, Nevada, Ar-
izona, Utah and Territory of
Hawaii.

PUBLICATIONS EDITOR

BURTON PAULU
KUOM, University of
Minnesota
Minneapolis, Minnesota

DIRECTOR OF STUDIES

DALLAS W. SMYTHE
Illinois University Communi-
cations Research Institute
Urbana, Illinois

Senator Edwin C. Johnson, Chairman
Interstate & Foreign Commerce Committee
United States Senate
Washington, D.C.

Dear Senator Johnson:

The National Association of Educational Broadcasters respectfully solicits your attention to a major problem in the future of FM and TV broadcasting in these United States -- the matter of insuring that TV receiver manufacturers take steps to include FM band tuners in their TV receiving sets.

Thousands of TV receiving sets are being made and distributed with no provision whatsoever for reception from the FM spectrum. Since the FM band is squarely in the center of the TV channel allocation pattern, provision for an FM tuner or "continuous tuning" as provided in the DuMont receiver, can be included for a nominal cost, a matter of only several dollars.

Failure to equip TV sets for FM tuning, in our opinion, is not only short-sighted, but almost criminally negligent.

We are all familiar with the difficulties FM has experienced to date and aware that most of these difficulties have nothing to do with the technical and engineering aspects of FM. Rather they represent social and economic forces which fall into three categories:

1. FM had to make a "second start" after the FCC reallocated the FM band, putting an undue hazard on a new medium.
2. TV growth promotion put FM promotion "into the shadow". TV, if you please, has "glamour", whereas FM is primarily a better way of doing the AM job.
3. Advertisers failed to support the new medium because limited numbers of FM receivers (circulation), and most FM licensees were also AM licensees who applied for FM stations as a "hedge" and hence took a "wait and see" attitude instead of pushing the new medium, and in some cases, apparently took "anti-FM measures".

The fact remains with AM frequencies in a confused and cluttered status, not only domestically, but internationally, FM on a long-time projection remains a logical and satisfactory method of serving the audio listener. FM communication, if for no other reason, should be established and protected as a defense measure in the event of a future conflict. Obviously, for air-defense reasons, AM radio will in large part be shut down in the event of bombing attacks on the domestic United States. FM could insure continued audio service.

Now with TV the fastest growing, most glamorous medium of communication yet devised, and public acceptance a matter of dramatic record, there exists an opportunity, before the freeze is lifted, to make the TV medium doubly effective by adding FM tuner units and thus to insure and establish a double service--both sound and sight--for every TV purchaser at a fractional additional cost.

Such a move on the part of TV manufacturers would insure millions of FM receiving units which could be used when TV service was off the air (mornings, afternoons, etc.) or when the viewer had wearied of the TV program.

Such a move on the part of TV manufacturers would encourage advertisers, FM set purchasers, and broadcasters to continue development toward a basically logical audio service in the future.

Many prospective TV licensees could select antennae sites, build towers, and install FM service--and subsequently use the same tower and location for the addition of TV. In a very real sense, building an adequate FM installation is step number one in establishing a TV station.

And, again, in the event of war, there would be a sufficient number of FM receivers as a result of this move, which would be ready and waiting to receive vital communications when AM radio was off the air and TV service was stopped or limited.

The National Association of Broadcasters believes in the future of FM radio. Proportionately, more college and university and school licensees have taken advantage of the FCC FM allocation plan to build their own stations than has been the case in commercial radio. As of February 1, 1950, there was a total of 74 FM non-commercial station authorizations, and many more pending.

There has been a different attitude toward FM which we neither appreciate nor understand. It is difficult to understand, for instance, why a manufacturer who makes FM transmitters and TV receivers will fail to include an FM tuner in his TV set when it can be done for from \$2.00 to \$3.00 per unit.

Furthermore, you are aware that the U.S. Bureau of the Census, despite pressure from all sides, would not include an FM ownership

Senator Edwin C. Johnson

- 3 -

June 19, 1950

question in the recent tabulation. Whatever the reasons, the exclusion, in our opinion, was unfortunate.

The NAEB, in calling this matter to your attention, has "no axe to grind", and no motives other than those of providing maximum service to the publics of its member stations in terms of cultural entertainment, education, and public service, and in pointing out the place FM can fill in a logically planned, nation-wide communication service of the future.

These matters I have discussed are presented as the official recommendation of our Board of Directors, meeting at the Institute for Education by Radio at Columbus, Ohio in May.

Yours sincerely,

Richard B. Hull
President

RBH:eh

copies to all officers
and directors of NAEB

MEMORANDUM

TO: ALL OFFICERS AND DIRECTORS
FROM: SEYMOUR N. SIEGEL, PRESIDENT, NAFB

June 19, 1951

There is being forwarded to you for your information a memorandum received from John Crabbe concerning a conference held at Columbus concerning possible closer co-ordination of educational radio and television organizations.

I would appreciate any comment that you may care to make concerning this.

Siegel
Seymour N. Siegel
President, NAFB

SNS:as
Enc.

MEMORANDUM

FROM: John C. Crabbe

TO: Seymour Siegel, NAEB; Tom Rishworth, UAPRF; George Abraham, IBS; Jack Summerfield, AERHO.

RE: Possible Closer Co-ordination of Educational Radio and Television Organizations.

I promised that I would attempt to summarize our conversation at breakfast on the last Sunday in Columbus. This will necessarily be a sketchy summary but may tend to clarify all our thinking in terms of the problem at hand.

1. It is generally agreed that there is need for a greater degree of co-ordination between the various organizations functioning in the general area of educational radio and television.
2. The creation of any rigid federation or specific co-ordinating body seems unnecessary and cumbersome at this time.
3. Two areas in which initial specific steps toward co-ordination might be taken were brought out as follows:
 - (a) The possibility of a combined News Letter or other publication.
 - (b) The combined planning of meetings and/or conventions.
4. It is further recognized that although a stronger need for closer affiliation between these various groups does exist, the only way in which such might be accomplished effectively would be to start on such a limited basis as above and let future steps come about naturally. This condition exists because certain members of each group might well raise an objection that their particular group was working in an area that was of no concern to them.
5. It is further recognized that each Association participating has specific and well defined areas of service. In spite of this definition it was felt that an intermixture of information should exist concerning the individual Associations among all in order to better inform the individuals concerned.

In conclusion I should like to recommend that the Presidents of each of the participating groups appoint a member of his group to a committee to meet immediately and further implement action in the areas outlined above. It is suggested that these appointments be from the same geographical location so that it would be possible for them to meet easily.

As you reply to me in this regard I suggest that you send carbons to the addressees of this memorandum. This will save a good bit of time for all concerned.

June 27, 1951

Mr. Max W. Milbourn
Director of Public Service
Kansas State College
Manhattan, Kansas

Dear Mr. Milbourn:

I was delighted to get your note of June 20. The question you raise concerning educational radio station managements is one which has been of major interest to the National Association of Educational Broadcasters for some time. As a matter of fact, we are in the midst of a survey to determine various relationships of educational radio stations in the organizations of member institutions. In some cases, the radio stations operate under the extension service within the college. In other cases, they are part of speech departments, drama departments, or radio instruction departments. I am sure that when this survey is completed, some pattern will evolve.

The general feeling of our Board of Directors has been for a long time that radio stations operate as a direct arm of Administration, i.e., directly under the President's office. Certainly, station managers should have direct access to Administration at all times. Radio stations not only provide educational facilities but are also tools of public relations, the value of which is immeasurable. In the armed forces, public relations has always been considered a constructive function. This is undeniably true in industry and should be likewise true of the more advanced institutions of higher learning.

If there is any other manner in which I can be of help to you, I hope you will not hesitate to call on me.

With best wishes, I am

Cordially yours,

Seymour N. Siegel
President, NABE

SNS:as
cc: Ausmus, Hull, Miles

148 E. 38th. St.
N.Y. 16, N.Y.
July 14, 1951

Dr. Burton Paulu
Radio Station WOI
Iowa State College
Ames, Iowa

Dear Dr. Paulu:

~~Excluded from this list~~ Today I reviewed the minutes of the Board of Directors of the National Association of Educational Broadcasters and was struck by the fact that the board ~~authorized~~ requested me to ~~write~~ forward to you ~~the resolution~~ the enclosed resolution adopted ~~by the board~~ at that meeting and to send a copy to President Morrill and Dean Nolte. Naturally, I am embarrassed that ~~I~~ I forgot to follow through on this request but ~~acknowledged~~ ~~my oversight~~ and prefer to send the resolution to you now, two months late, rather than ignore it ~~altogether~~ entirely. You know of some of the time-consuming activities ~~which~~ in which I have been engaged since that meeting and will, I trust, forgive me for this breach of propriety.

My best wishes to you on your work at Ames.

Be it resolved that the Board of Directors of the National Association of Educational Broadcasters, ~~in its annual spring meeting, Columbus, Ohio, May 1-5, 1951, extend to Dr. Burton Paulu, Director of Radio Station KUOM, University of Minnesota, special commendation and appreciation for the very outstanding contribution he has made to this organization and to the educational radio in the United States as Editor of The NAEB Newsletter during the past year and one-half. Through the Newsletter, ~~the~~ Under Dr. Paulu's supervision, a~~ has become ~~the~~ vital medium for the exchange of ideas between educational broadcasters in America and has helped strengthen and ~~given~~ given added significance to the National Association of Educational Broadcasters.

Graydon A. Ismus
Vice-president,
The National Association
of Educational Broadcasting.

July 19, 1951

Dallas W. Smythe
1263 Dartmouth Street
Claremont, California

Dear Dallas:

It may seem a little strange for me to write about your memo to Hull, Hudson and Probst, relative to having the tables of your Los Angeles study reproduced for general distribution. It all happened like this.

During my recent trip east, I had a long talk with George Probst about the various items in your memo (of which he gave me a copy). Upon returning to Ames, I discussed this further with Dick, and the two of us took it up with Hudson and Schramm during telephone calls (mainly on subjects other than this).

George suggests that, instead of having copies of the tables run off at \$300 or \$400, NABE should underwrite some sort of book to include the basic tables and some accompanying explanatory material for the first three studies — New York, Los Angeles and Chicago.

Schramm will be here Friday, July 20, and Hudson will be here next Monday and Tuesday, July 23 and 24, mainly to talk about the Ford project, so Dick and I can go over the whole problem with both of them. What do you think? Since you are so concerned with this subject, it would be good if we could have your comments on George's proposal by return mail for submission to Will and Bob.

In any event, we will report on the trend of opinion as it develops.

In the meanwhile, since you need "at least two copies of every table...no more or no less in order that Angus Campbell...and I may both work on the analysis and interpretation," my suggestion -- and this is George's too -- would be that you have somebody make one copy by hand. This shouldn't cost more than \$20 or \$30, and could easily be covered by the funds you already have.

Again let me apologize for becoming involved in something which is basically not my problem. I do so only because my recent trip made me a messenger-by-accident.

Dallas Saythe

-2-

July 20, 1951

Clearance and approval for Norton and NORC to proceed with the Chicago study has been arranged by telephone and telegraph, and Norton, Hart and Probst have been officially informed of the decision.

I hope that life is treating you and Jennie well in Claremont. I also hope that the weather is better there than here, where it has been very hot and humid most of this week.

Yours sincerely,

Burton

Burton Paulu
TV Project Supervisor

BP:bz
cc. Ausmus
Probst
Hull

B
P
C

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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WUCA, University of
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517 Evans Building
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Idaho, Oregon, Nevada, Arizona,
Utah and Territory of Hawaii.

*

DIRECTOR OF STUDIES

DALLAS W. SMYTHE
Illinois University Communi-
cations Research Institute.
Urbana, Illinois

SECRETARY AND

PUBLICATIONS EDITOR

BURTON PAULU
KUOM, University of
Minnesota
Minneapolis, Minnesota

PRESIDENT

SEYMOUR N. SIEGEL
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

July 24, 1951

Ans 7/28/51

Graydon Ausmus
1148 E. 38th Street
New York, New York

Dear Graydon:

Here are the minutes for the Board action on the Chicago survey. These have been distributed to the entire Board, plus Smythe, Probst, McCarty and Horton. This should make it official -- if it isn't already!

Griffith has already sent \$1000 to Horton, plus \$2800 (the two-thirds suggested) to Hart and NORC. He asks that you, as acting president, send him written authorization for these two advances. I think he would like to receive this quite soon.

Holding meetings by telephone and telegraph is a bit hectic -- and may result in some of the same things being done by two or more of us. But it did get done, and I should say with a minimum of delay.

Good luck to you with that thesis outline!

Yours sincerely,

Burton

Burton Paulu
Secretary and
Publications Editor

BP:fbz

August 7, 1951

Mr. E.A. Pool
Director of Sales Promotion
Kirkeby Hotels
New York City, New York

Dear Mr. Pool:

I am indeed sorry that your letter of May 16 relative to convention sites for NAEB was misplaced.

The 1951 convention will be held at Biloxi, Mississippi and the 1952 in Minnesota. It is a rule that our conventions are held in or near one of the member institutions.

Thank you for your interest in our Association.

Sincerely yours,

Claydon Ausmus, Vice-President

CA/ns

Kirkeby Hotels

EXECUTIVE OFFICES
2 WEST 55TH STREET
NEW YORK 19, N.Y. CIRCLE 7-2200

May 16, 1951

Mr. Graydon Ausmus
WUOA
University of Alabama
University, Alabama

Dear Mr. Ausmus:

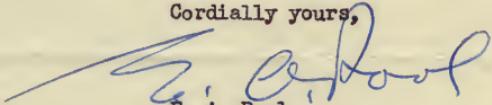
Previously we have written to Mr. Seymour Siegel with reference to Hotel Nacional de Cuba in Havana, or one of our other hotels as listed at the bottom of this letterhead, as a site for one of your conventions.

Mr. Siegel suggested that we write to you, as you could supply us with the information of your convention dates and locations.

We would be particularly interested in your consideration of Hotel Nacional because of the splendid facilities available there, and also the possibility of furthering Latin American relations.

Your consideration and advice would be greatly appreciated.

Cordially yours,



E. A. Pool
Director of Sales Promotion

EAP:hm

The Gotham - Hampshire House - The Warwick NEW YORK CITY - The Blackstone CHICAGO
The Warwick PHILADELPHIA - Sunset Tower HOLLYWOOD, CALIF. - Beverly Wilshire BEVERLY HILLS, CALIF.
Hotel Nacional de Cuba HAVANA - Saranac Inn ON UPPER SARANAC LAKE, N.Y. - El Panama PANAMA CITY, R.O.F.P.

August 18, 1951

Mr. Burton Paulu
Radio Station WHO
Iowa State College
Ames, Iowa

Dear Burton:

As I mentioned to you when you were in New York, we would like you to head up a panel on "Inventory of Resources for Educational Broadcasting" on the Saturday morning meeting, November 3, at the Fall Convention, 10:30 to 12:00 noon. The Program Committee has suggested that you invite the following people to speak on the subjects mentioned as follows:

NAEB Resources
Foundation Aid
Tape Net
Research

(The person to present this portion of the program should logically be the Executive Director. At the time we revised the program, we suggested Hudson's name. If you go in as Director of NAEB, I suggest you ask Bob Hudson to chairmain the panel. We originally had his name down for the talk.)

Community Resources—Jim Miles

Public School Resources—Al Gaines

National Organizations and Miscellaneous—Frank Dunham or Gertrude Broderick or both

In addition to these, we should have something from specific government agencies and I am going to leave that to your discretion. I suggest you fill our your hour and a half from the following people or organizations:

Crenesse of the French Broadcasting System
Peter Aylen—United Nations
Kirby—Armed Services Radio
Kenneth A. Gapen—U.S. Department of Agriculture
Charter Meslep—Radio and Television Branch of the Atomic Energy Commission

and any others you may wish to consider. And we should have a representative from the State Department. We thought it best to put one man on all NAEB business in this morning session because

Mr. Burton Paulu

2

August 18, 1951

we expect to have detailed reports from specific people on head-quarters operation at the business session Sunday morning and we don't want to spend too much time on it at the Saturday morning program.

I trust I may receive your acceptance of my request that you conduct this meeting at an early date.

My very good wishes.

Sincerely,

Graydon Ausmus
Vice-President

GA/ns

August 20, 1951

Mr. Richard B. Hull
1785 Massachusetts Avenue
Washington, D.C.

Dear Dick:

As I mentioned to you at one of our earlier meetings this summer, we should like you to preside at the Sunday afternoon panel, November 4 from 2:00 to 4:00. The subject: Educational Television: Suggested topics and speakers as follows:

- A. T.V. Costs and Installations: Stasheff, Bartlett, A. Hunter, L. Poole.
- B. Programming the TV Station: (Choose your own participant here)
- C. The JCET: Fuller and Steetle.

As you know, we made a list of suggested people for each topic in order to avoid too much overlapping of participants. However, if you wish to change any of these people, please feel free to do so.

I suggest you contact these people as soon as possible so we may begin shaping up our final program. As soon as you have the complete list lined up, please let me know.

As you know, one of the things we propose to do for the Fall convention is to get a number of hand-outs for those who come. Two subjects in the list of hand-outs are (1) "How To Get A Ten Watt Station On The Air" and (2) "How To Get A TV Station On The Air". I should like to ask you to prepare the second in as concise but complete manner as possible and I should like your suggestions on whom I should contact for the ten watt station brochure. Please let me know if you think you will be able to do the TV brochure and give me your suggestions on the other as soon as possible.

My kindest personal regards.

Sincerely,

Graydon Ausmus,
Vice-President

GA/ns

September 5, 1951

Mr. Burton Paul
Radio Station WOI
Iowa State College
Ames, Iowa

Dear Burton:

I wrote Frank Dunham recently expressing my regret at not having been able to see him when I came through Washington and mentioned that he was tentatively scheduled for a spot on the fall program subject to confirmation by you. Enclosed is a copy of his letter in reply.

It was the Committee's idea that Frank might discuss the services of several national organizations but you will use your own discretion concerning this. I suggest that you contact him in regard to your wishes in this matter.

All of this is assuming, of course, that you will accept our invitation to chair the Saturday morning panel on resources for educational broadcasting. I trust I shall receive your acceptance of this job at an early date.

Since Jim Miles is to head up our Headquarters operation, it might be a good idea to ask him to fill the spot we had given Hudson on your panel and ask someone else to do the community sources section. Please give me your reaction to this, as soon as possible.

I hope your work at Iowa continues to be interesting and satisfying. I shall be looking forward to seeing you next week in New York.

Sincerely yours,

Graydon Ausmus, Director
Radio Broadcasting Services
Manager, WUOA(AM)

GA/ns
cc: Ralph Steele

September 6, 1951

Mr. Burton Pauli
Radio Station WOI
Iowa State College
Ames, Iowa

Dear Burton:

Congratulations upon another very excellent ~~MEMO~~ LETTER. I have just finished reading it word for word with considerable interest and again am in a position of doffing my hat to you for a very excellent bit of reporting. You indicated on page two that you had received a limited supply of Ralph's brochure "TV Channels for Education" and were distributing those with this ~~MEMO~~ LETTER. I failed to get one and would appreciate your forwarding me a copy. I call this the rankest sort of discrimination.

I was most impressed by the Town's article "Some Current Technical Problems in Television". It is the most concise statement of these technical aspects that I have read anywhere. I wonder if you and Dick could persuade Professor Town to let us reproduce this article—or a revised version of it—for distribution at the fall convention in Biloxi. This would be a valuable contribution to our collection of "hand-outs". Could you perhaps duplicate two hundred of them and forward them to me here or directly to the Hotel Buena Vista in Biloxi.

I should appreciate your discussing this with Professor Town and with Dick and giving me a reaction.

Sincerely yours,

Graydon Ausmus
Vice-President

CA/ns
cc: Professor Geo. W. Town
Richard D. Hull

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

VICE-PRESIDENT

GRAYDON AUSMUS
WUOA, University of
Alabama
University, Alabama

October 4, 1951

PRESIDENT

SEYMOUR N. SIEGEL
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

TREASURER

W. L. GRIFFITH
WOI, Iowa State College
Ames, Iowa

EXECUTIVE SECRETARY

MORRIS S. NOVIK
630 Fifth Avenue
New York, N. Y.

GENERAL COUNSEL

MARCUS COHN
517 Evans Building
Washington, D. C.

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*

DIRECTOR OF STUDIES

DALLAS W. SMYTHE
Illinois University Communi-
cations Research Institute
Urbana, Illinois

SECRETARY AND

PUBLICATIONS EDITOR
BURTON PAULU
KUOM, University of
Minnesota
Minneapolis, Minnesota

Mr. Graydon Ausmus
Radio Station WUOA
University of Alabama
University, Alabama

Dear Graydon:

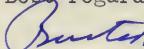
Yesterday afternoon I sent the News-Letter copy to the mimeographer -- and unfortunately with only a few lines about the convention.

However all is not lost: if I get a reasonably full piece of copy from you in time to include in this mailing, I'll do it as an extra piece. If not, I'll have a special mailing of your stuff alone -- which might be best of all.

So, can you send me copy for a mailing piece by -- say -- October 12 at the very latest? If so, I can have it reproduced and mailed out. It ought to include: the program -- as complete as possible; a piece to be filled in and mailed to you and/or the hotel for reservations; and some intriguing come-on material!

As to my Saturday morning session: I have positive acceptances from Gaines (school resources); Hudson (the community); Speece (USDA); Dunham (US Office of Education); Heslep (AEC); and D. Lewis (UN). I've heard nothing yet from Jim Miles, but presume we can put him down anyhow; after all, he works for us!

Best regards,



Burton Paulu
Supervisor Ford TV Project

BP/em

cc: Ralph Steetle
Seymour N. Siegel

October 23, 1951

MEMORANDUM TO: NAEB Board of Directors
FROM: Burton Paulu
SUBJECT: Board of Directors Meeting Monday November 5

On the bottom of page 2 of the Convention News edition of the NAEB News-Letter, it states that there will be a meeting of the Board of Directors from noon November 1 through noon November 2.

Since this special edition of the News-Letter was stenciled and mailed, I have received a telegram from Graydon indicating that there will also be a Board Meeting from 12:00 to 1:00 on Monday November 5.

Will all those of you who are officers or members of the Board as of that date note this meeting time.

JP

M E M O R A N D U M

November 16, 1951

TO: Members of the NUEA Radio and Television Committee for 1951-52

Graydon Ausmus, University of Alabama
Al Chapman, University of Texas
H. Hite, State College of Washington
Richard Hull, Iowa State College
Dean B. E. Mahan, State University of Iowa
L. W. Schram, University of Washington
E. J. Soop, University of Michigan
W. M. Strickler, University of Louisville

*NUEA
Radio
Committee*

FROM: Burton Paulu
Committee Chairman

cc: L. H. Adolfson
Julius M. Nolte

SUBJECT: NUEA 1952 Convention

First let me say hello--and tell you that I'm glad we will be working together this year on the NUEA radio committee.

Next let me get right down to business and make a few suggestions as to some work we might do for the Association this year.

Several days ago I received a letter from President Adolfson which said in part:

"Because time is relatively short between now and the annual meeting of our Association in Texas next April, I believe it would be wise for you to get in touch with the members of the Radio and Television Committee at once to see what you would like to do between now and April and at the annual meeting."

I am using this impersonal dittoed memorandum to get your reactions to some suggestions for this meeting.

I propose that a major general session at the April meeting be devoted to radio and television. There are several reasons for this suggestion: (1) radio and television--especially television--are becoming more and more important in adult education; (2) in many universities radio and television activities are centered in the extension division, for which reasons the people attending any NUEA convention should be interested and about which they should be informed.

As a basis for discussion therefore, I make the following proposals as to what topics such a session might cover.

(a) The whole subject of foundation support for educational radio and television activities could be reviewed. Within the last twelve months the Fund for Adult Education of the Ford Foundation has given \$260,000 to Iowa State College for an experimental television project, \$90,000 to the Joint Committee on Educational Television, \$300,000 to NAEB for a radio programming project, and \$25,000 for television monitoring studies. The Kellogg Foundation has given \$245,000 to NAEB to support some of its work. The Ford Foundation also has set up a general radio and television industry workshop to which it has assigned over \$1,000,000.

These grants of about \$2,000,000 demonstrate great faith on the part of the Ford and Kellogg Foundations in the educational potentialities of radio and television. It seems to me that we should get some qualified person (perhaps Bob Hudson of the FAE?) to review these developments, and to tell the convention the why, how, and wherefore of all of this.

(b) Less spectacular, but still very important, are two other recent trends. The first of these--like the foundation grants--first came up during the past year. The FCC tentatively reserved 209 TV channels for educational use. The final decision on this matter has not yet been taken--although it probably will be made before April--but it seems almost certain that some 200 channels will be reserved for educational television. This suggests another area for discussion: what principles underlay the reservations; to what use can educational television be put; how much does such a station cost; and how does an institution or a group of institutions set up such a station?

(c) My final suggestion pertains to television courses given for credit. Here is another relatively new development of great interest to NUEA members. The University of Michigan and others have done a good job here; many of the NUEA conventioners may wish to spare their experiences.

Well, those are my suggestions. Please understand that they are intended as a basis for discussion rather than as definitive proposals. May I have your reactions--and soon!--directed to the following points:

- (1) Should we ask the NUEA officers and convention program committee to set up a general session on radio and television?
- (2) If so, what should be the areas for discussion?
- (3) Whom should we select as speakers?

P.S. My address until December 9 will be WOI-TV, Ames, Iowa; after that, KUOM, University of Minnesota, Minneapolis 14, Minnesota.

IOWA STATE COLLEGE OF AGRICULTURE AND MECHANIC ARTS

AMES, IOWA

RADIO-TELEVISION SERVICE
WOI • WOI-FM • WOI-TV

November 21, 1951

Mr. Graydon Ausmus
WUOA
University of Alabama
University, Alabama

Dear Graydon:

It doesn't seem possible that it is $2\frac{1}{2}$ weeks since we met in Biloxi. Being aware of the fact that it was that long ago makes me realize how much NAEB business has piled up on my desk since my return!

One of the big things, of course, is getting out a December News-Letter which will deal mainly with the convention. In order to do this I ought to have certain types of information and material: complete data as to how many people registered; how many stations, states and countries were represented, and other data of that sort; the texts of the principal addresses, if available; information as to when the talks given will be available to the tape network; and anything else that would contribute to a rather thorough report of the convention.

In due course I will transmit the official thanks of the organization for all you did in preparing this meeting. For now let me say informally that you really gave us a first rate meeting: I take my hat off to you for a superb job!

Sincerely yours,

Burton

Burton Paulu
Supervisor
Fund for Adult Education
Television Project

BP:sb

cc/Richard L. Rider

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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South Carolina, Georgia, Florida
and Mississippi.

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WBAA, Purdue University
Lafayette, Indiana
Ohio, Michigan, Indiana, Illinois
and Wisconsin.

Region IV

RICHARD B. HULL
WOL, Iowa State College
Ames, Iowa
Iowa, Minnesota, North and South
Dakota, Nebraska and Wyoming.

Region V

RALPH W. STEETLE
WLSU, Louisiana State
University
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Missouri, Kansas, Colorado, New
Mexico, Oklahoma, Arkansas,
Texas and Louisiana.

Region VI

ALLEN MILLER
KWSC, State College of
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Pullman, Washington
Montana, Washington, California,
Idaho, Oregon, Nevada, Arizona,
Utah and Territory of Hawaii.

*

DIRECTOR OF STUDIES

DALLAS W. SMYTHE
Illinois University Communi-
cations Research Institute.
Urbana, Illinois

SECRETARY AND**PUBLICATIONS EDITOR**

BURTON PAULU
KUOM, University of
Minnesota
Minneapolis, Minnesota

PRESIDENT

SEYMOUR N. SIEGEL
WNYC, Municipal Broadcasting System
2500 Municipal Building
New York 7, N. Y.

November 28, 1951

Graydon Ausmus
WUCA, University of Alabama
University, Alabama

Dear Graydon:

I am attaching a letter from Robert Dye
of the University of Hawaii, together with a reply
which I have sent him in today's mail. If you still
have any of these handouts around would you send
him several?

Yours sincerely,



Burton Paulu
Secretary and Publications Editor

BP/em

November 28, 1951

Robert Dye
Department of Speech
University of Hawaii
Honolulu 14, Hawaii

Dear Mr. Dye:

I am forwarding your letter of November 17 to Graydon Ausmus, Director of the University of Alabama Radio Station, who was co-chairman of the NAEB Biloxi Convention and who may possibly have some extra copies of the "hand-outs" available. If Mr. Ausmus does have any left I am sure he will be glad to send them to you.

Mr. Siepmann's talk was not given from a manuscript and I am quite certain would not be available in written form at this time. It may be available on tape however, to members of NAEB on tape network. I will request this of Richard Rider, NAEB Tape Network Manager.

In the event that neither copies nor recordings of Siepmann's talk are available I would suggest that you look into some of his books on radio, particularly his Radio's Second Chance and his more recent Radio, Television and Society.

Yours Sincerely,

Burton Paulu

Burton Paulu
Secretary and Publications Editor

BP/em

cc: *✓* Graydon Ausmus
Richard Rider

MEMORANDUM

Dec 1
November 23, 1951

TO: Richard Rider (who gave a report on the tape network)
Graydon Ausmus (who gave a report on our membership status)
Dallas Smythe (who gave a report on research)
George Probst (who reported on foundation contacts)
Bill Harley (who reported on the NAEB Lowell project)
James Miles (who reported on headquarters operations)

FROM: Burton Paulu (who is supposed to write up all these reports for the Minutes and the News-Letter)

In the NAEB business session on Sunday, November 4, each of you gave a report on the subject indicated above.

Would each of you write a summary of your statements which I could draw upon in compiling the Minutes and in writing a News-Letter story in connection with this meeting?

These do not have to be long--a half page single spaced would be adequate. But I would like to get these from you--since you can summarize what you said far better than I can, and I would like to receive these by return mail, since I want to get this written up for general distribution to the members in the December News-Letter which should go to the mimeographers next week.

*This is a flying - May
I hear from you by return mail
(also, please, registration date)
Burton*

December 4, 1951

Mr. Burton Paulu
Radio Station WOI
Iowa State College
Ames, Iowa

Dear Burton:

I have delayed replying to your letter of November 21 because it posed something of a chore and the accumulation of station business that grew out of the time devoted to the fall convention has further slowed me up in getting to current business. By way of partial answers, we had one hundred and thirty-nine names on the list at our fall convention and I know there were at least eleven people who were in attendance a portion of the time but who did not register at all. We are safe in saying then that we had a total attendance of at least one hundred and fifty people. I have asked Miss Stallworth to add an approximation of the number of stations and states represented, information which she will insert as an addendum to this note. We did not request, and therefore do not have, copies of the talks made by the various individuals nor did we have tellers or reporters on hand to make summaries of the various talks. This, I consider very regrettable and would suggest that you include such reporters in plans for your convention next fall. It certainly would be a valuable addition to the files of NAEB to have such a collection. Since most of the major talks were transcribed, I suggest you contact Jim Miles concerning the possibility of having someone at headquarters transcribe from the tapes. You will want to contact Jim concerning the possible release dates for the NAEB tape net of the talks made at the convention.

Thank you for your kind words concerning the convention. It was a lot of work but a great deal of pleasure and I too feel that it was a highly successful convention. Thanks are due Seymour and George for securing our headline speakers. The only part that I really handled was the arrangements with the hotel and organization of the panels.

Sincerely yours,

Graydon Ausmus
Vice-President, NAEB

GA/ns
cc: Seymour Siegel
Jim Miles

December 4, 1951

Mr. Burton Paulu
WOI
Iowa State College
Ames, Iowa

Dear Burton:

Your note of November 23 reissued December 1 requesting a statement on membership must be referred back to Dick Hull. You will recall that at the end of the financial statement which Dick Hull prepared and presented to the Board at Biloxi, he listed the number of actives and associates and the number of subscribers. I merely copies those numbers from Dick's report and presented them as a brief report at the business session in Biloxi. I believe you copied those numbers at the time I made the report. In any event, I do not have those figures.

You will probably recall that at the Board meeting at Allerton House last summer, it was agreed that all memberships should clear from the Headquarters office. At that time, we thought that Bob Hudson would take over immediately and I cancelled plans for an all-out membership drive and did nothing about membership during the summer. Mr. Griffith continued to work at membership until his death and Dick compiled from his records a statement in this regard.

My best always,

Graydon Ausmus, Director
Radio Broadcasting Services
Manager, WUOA(FM)

GA/ns

To:
Kenneth Harwood
Leo Martin

From:

Burton Paulu

IOWA STATE COLLEGE
Interoffice Communication

Date: December 4, 1951

Leo Martin is listed as a News-Letter subscriber and his address given as the University of Alabama. In the event this is a personal subscription entered by Mr. Martin himself, the address should be changed to Boston University, where Mr. Martin is employed. If on the other hand the subscription was taken out by the University of Alabama the name of Harwood should be substituted for Martin and the address continued as before.

I do not have the treasurer's records with me in this office so I am not certain what the procedure should be. Would either or both of you let me know how we should settle this little problem.



BP/cm

cc: Graydon Ausmus

December 4, 1951

Mr. Charter Heslep, Chief
Radio & Visual Information Branch
United States Atomic Energy Commission
Washington 25, D. C.

Dear Charter:

Your letter of October 31 together with the Manuscript of your talk did not reach me until I returned to Ames at the conclusion of the NAEB Convention. My reply has been delayed by the inevitable accumulation of papers-on-the-desk which is an occupational hazard of administrative work.

First of all let me say that I am sorry you had to undergo an operation and that you were out of action for a while for that reason. I hope everything turned out nicely.

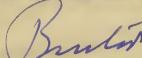
Secondly let me say that I am very much impressed with the statement you prepared. In fact, I am going to reproduce most of it in the December issue of the News-Letter. That way it will actually be available for actual perusal and as an information source for more people than it would have reached had I gotten it in time to read at the Biloxi meeting.

I hope this will be satisfactory to you.

I haven't forgotten the talk we had when you were in Ames on the general subject of the dissemination of AEC information via films. If I can contribute anything to that project in the future, do not hesitate to call upon me. Beginning next week I will headquartered at KUOM at the University of Minnesota and although I will spend a week or ten days out of each month here at WOI, I will be best reached in Minneapolis.

With best personal regards,

Yours sincerely,



Burton Paulu
Secretary and Publications Editor

BP/em

cc: Graydon Ausmus

December 15, 1951

Mr. Burton Paulu
KUOM
University of Minn.
Minneapolis, Minn.

Dear Burton:

Re your letter of November 16 to members of the NUEA Radio and Television Committee.

I should agree heartily with all of your suggestions.

1. Explanagtion of foundation support for television, radio programming. etc. and Bob Hudson is certainly the man to do the job.

2. Re use of the TV channels which we assume will be made permanent by the April meeting of NUEA. I think we should concentrate a great deal of emphasis on this subject covering (a) filing applications for the channels, (b) station costs and installation problems and (c) programming the station. This should be a very significant session—an opportunity for those of us who are interested in the promotion of TV to make a strong plea for immediate action on the part of our major universities.

3. Your suggestion of television courses given for credit is also an important subject. We should ask the University of Michigan, Lynn Poole and perhaps someone from Ohio State and Michigan State to be on this section.

I feel that we should definitely ask the NUEA officers and program committee to set up a session on radio and television and that the time should be divided between the subject outlined above on TV plus a major section on radio. This latter should call in people who can present dramatically such topics as "tapping the total university resources for radio programming", "cooperation and collaboration between the radio instruction divisions and the broadcasting divisions", and "utilization of off-campus sources". Consideration might be given also to such topics as cooperation with community, state, and national agencies, coordinating AM, FM, and TV station operations, and a number of others.

As to personnel, you know everybody in the broadcasting business as well as I do. I would suggest, however, that you make contacts early so the people whom you want can be making plans. In the past, very few radio people have attended the NUEA meetings. My Dean has never seen fit to take me to one of them because I attend two out-of-state meetings regularly and he has never felt we could afford a third one for me.

At the risk of being tiresome, let me repeat that I feel we can make of this a wonderful opportunity to promote more interest in our educational radio and television work, as well as stimulating a number of institutions to go into

Mr. Burton Paulu

December 15, 1951

page two

the broadcasting field who have not done so in the past. I would suggest that you plan the session with those objectives in mind.

And now, may I congratulate you upon your being named chairman of this committee and assure you of my best wishes for your success, as well as my interest in cooperating with you to the fullest.

Yours sincerely,

Graydon Ausmus, Director
Radio Broadcasting Services
Manager, WUOA(FM)

GA/ns

UNIVERSITY OF MINNESOTA
GENERAL EXTENSION DIVISION
MINNEAPOLIS 14

RADIO STATION KUOM
770 ON YOUR DIAL

December 19, 1951

Mr. James Miles
Gregory Hall
University of Illinois
Urbana, Illinois

Dear Jim:

Your letter of December 5 has had to wait until today for an answer because of the problems attending my move from Ames back to Minneapolis.

On page 2 you propose a "meetings planning committee charged with the duty to investigate all possible areas affecting educational radio today...." I am all in favor of some sort of committee to do that, but I think the committee should either be our Board of Directors, or some other group made up largely of its members - as for example, our Executive Committee which is already in existence. I make this suggestion because I think this is so close to the development of the organization that this should be done under very close Board of Directors' supervision, and I think the best way to do this is for it to be done by board members. There is also the fact that our board includes some of the most experienced and best qualified men we have.

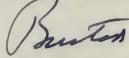
As to the subjects which this committee might take up, I think that your list of nine is very good and surely will serve as a starting point. Naturally, the committee will more or less write its own agenda once it begins to meet.

On page 3 you suggest the holding of a seminar in the summer. May I offer for your consideration and also for that of the Board of Directors, making the 1952 convention into something of a seminar? I realize that combining the features of a convention with those of a seminar is a hard order, but I would like to have a chance to discuss with a number of you and also with Will Schramm ways and means by which we could have a pretty good study atmosphere at our 1952 meeting.

In reading your letter of December 5 and the accompanying appendices I was prompted to look into KUOM files in order to see how much we had about the two Allerton House conferences. For some reason or other the only thing we have is a mimeographed 30-page statement entitled "Educational Broadcasting, Its Aims and Responsibilities." If you have other material on either or both of the Allerton House

conferences, I should like to have it so that my files will be complete.

Yours sincerely,



Burton Paulu
Manager of KUOM

EP/arp

Copy to Seymour Siegel
Graydon Ausmus ✓
Frank Schooley

UNIVERSITY OF MINNESOTA
GENERAL EXTENSION DIVISION
MINNEAPOLIS 14

RADIO STATION KUOM
770 ON YOUR DIAL

December 20, 1951

Mr. Graydon Ausmus
Station WUOA
University, Alabama

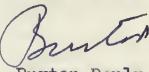
Dear Graydon:

Have you seen the November issue of The Lamp - the publicity piece of the Standard Oil Company of New Jersey? Page 20 contains an article by Hodding Carter entitled "The South is on Its Way."

I recall that you and Ralph were very anxious to get Carter to speak to us at Biloxi on a subject somewhat related to that about which he has written in this article. Therefore I am mailing this to you under separate cover.

With best wishes for a Merry Christmas and a Happy New Year.

Yours sincerely,


Burton Paulu
Manager of KUOM

BP/arp

1851

FOUNDED IN THE FAITH THAT MEN ARE ENNOBLED BY UNDERSTANDING * DEDICATED TO THE ADVANCEMENT OF
LEARNING AND THE SEARCH FOR TRUTH * DEVOTED TO THE INSTRUCTION OF YOUTH AND THE WELFARE OF THE STATE

1951

UNIVERSITY OF MINNESOTA
GENERAL EXTENSION DIVISION
MINNEAPOLIS 14

RADIO STATION KUOM
770 ON YOUR DIAL

December 27, 1951

Mr. Richard Rider
Manager, NAB Tape Network
119 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Dick:

Thanks a lot for distributing the publicity build up on Station 60 to members of the Tape Network. I suggest you send a copy of this to Mayo Simon at WOI since he is our contact man with Rob Shayon.

Please let me know as quickly as you can what the station acceptance is on Station 60, and if time is of the essence send a carbon of your letter to me direct to Simon.

I am slightly in doubt on one point: Should we at KUOM proceed immediately to pay money to the Tape Network for January through June service on the basis determined at the Biloxi meeting, or are you going to bill us for that later on? I was away from KUOM when you first sent out notice on this and am not clear as to whether we should make payment now or await further word from you.

I have Sy Siegel's letter to you of December 21 relative to Tape Network operational problems. Not knowing as much of the background as you do, my comments may not be very helpful but I am sending them along for whatever they may be worth.

First of all, let me say that I do not share what is apparently yours and Jim's concern over taking shows from FSA or other Federal agencies. I have not read any letters that you and Jim may have written to Sy on this subject, so I may be misinformed as to what your position really is; however, insofar as I understand the point on which you differ I would say that paragraph 5 on page 2 of Sy's letter expresses my conviction in the matter.

If, of course, things progressed to the point where the NAB Tape Network offerings consisted principally of government programs I should be somewhat alarmed. But I do not think that situation is apt to develop.

On the matter of package distribution I again am without benefit of a full presentation of your point of view. However, I showed Sy's letter to Audrey June Booth, the young lady at KUOM who is in charge of receiving, scheduling, and forwarding all NAB tapes, and asked her to provide me with a comment on the procedure which I could forward to you. I am enclosing a

copy of her memorandum with this letter. Like me, Miss Booth does not know very much about the discussions which led up to Sy's letter of December 21; but on the other hand she has the advantage of speaking from the point of view of someone who is very close to the operational problems of the NABE tape operation, so I think her comments may be of considerable help to you.

I should have your Newsletter copy by return mail, since I will have to edit it and have it stapled up to be returned to Jim for stencil cutting and reproduction.

Well, that's enough miscellaneous business for one letter!

With best wishes for a Happy New Year.

Yours sincerely,



Burton Paulu
Manager of KUCM

BP/arp

Copy to NABE Officers and Directors

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

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